

Entrepreneur Finds Supplier to Help Develop New Product

Entrepreneur and mum of two, Kate Castle from Winchester, spotted a gap in the camping/festival market and devised an ingenious new product to fill it. But when it came to putting her idea into production, she struggled to find someone to manufacture and bring to life her vision.

Kate developed a portable toilet called BoginaBag after a camping trip in Dorset. The BoginaBag comprises of a comfortable three-legged stool, with a removable piece of material in the middle which, when taken away, reveals a hole. A specially designed plastic bag is then fitted around the stool, which includes a pad that can absorb up to 400 times its own weight in liquid. Once the bag has been used, it is tied up and can be disposed of. There is no need for chemicals, the bags are degradable and the folded stool which is only 1kg in weight can be carried in a shoulder-slung pack.

Although she'd previously worked at two of the UK's major retailers, the world of product development was new to Kate, who found herself having to navigate the difficult path of product design, patents and manufacturing. Once the product was developed, with the help of Innovate Product Design Ltd, Kate contacted the UK Manufacturing Advisory Board but was told that the product she was looking for could not be manufactured within the UK.

Kate explains, 'It was quite frustrating to get to that stage and then hit a brick wall. One of my previous roles had involved importing so I decided to look at using a manufacturer in the Far East. It was through a simple online search that I stumbled across Alibaba.com'

BoginaBag received its first delivery in spring 2010 and is now selling via www.boginabag.com, through other online retailers and is looking to be in stores in



Kate Castle

2011. The company may also consider starting to sell via Alibaba.com in the future.

Kate says, 'Alibaba.com allowed me to find a suitable and high quality supplier quickly and easily without having to make a trip to China, which would otherwise have been essential. It's an invaluable tool for people in my position, who are looking to launch a new product onto the market.'

Wessex Group Launch New Company



L-r: Wessex Group Director, Ali Morgan and Thomas Mortimer

The Wessex Group, based in Shaftesbury, has launched a new company called 'Wessex Renewable Energy'.

Having successfully traded for nearly 50 years, gaining vast experience in electrical, heating, ventilating, air-conditioning and plumbing systems, and in response to the ever increasing energy bills that consumers continue to endure; Wessex has stepped up to support the anticipated demand from both businesses and residential customers for greener and cheaper alternatives for energy, in particular electricity.

Since last year, Wessex has successfully completed numerous sustainable energy installations including the complete refurbishment of the City Eco Hotel in Bournemouth, solar hot water generation to Portsmouth Grammar School, ground source heat pumps to a large private estate

in Ascot and rainwater harvesting to Wyvern school in Weymouth.

Wessex Group Director Ali Morgan explained, 'Experience in this field counts and we have always 'designed in' economical solutions to afford customers better efficiency as well as reducing their carbon footprint. In tandem with the efforts made by the government to encourage householders and businesses to install sustainable energy solutions with their feed-in-tariffs we have now secured MCS (Microgeneration Certification Scheme) approval against a variety of renewable technologies. This gives our customers the assurance that we are committed to meeting rigorous and tested standards.'

'Forming a new dedicated company that focuses on promoting innovative solutions to private and public businesses as well as homeowners seemed a logical step forward. We now look forward to extending our many years of knowledge and experience to our existing and new clients in helping to reduce their energy bills and improving their green credentials.'



Next Stop Abu Dhabi



Groveley's new GDU-Incus

Hazard detection specialist Groveley Detection is to exhibit at oil and gas industry trade exhibition Adipec in Abu Dhabi, United Arab Emirates, during November.

Christchurch-based Groveley Detection is a manufacturer and supplier of gas and fire detectors for the petrochemical industry and aims to increase its presence in the Middle East market. It already supplies extensively to the UK, European, Caspian and SE Asian regions.

On show for the first time at Adipec will be Groveley's new GDU-Incus, the latest addition to its range of ultrasonic pressurised gas leak detectors. The hemispherical airborne leak detector has extended area coverage, plus features such as self testing and cleaning and it is even submersible.