

Announcing Rowan's BBI Award Winners 2007

Three winners from across the region have been named at the Rowan Best Business Innovation Awards ceremony. The overall winner was Laplock Technology, with second place going to LED Trucklights, and third place to HL. The Rowan awards are the region's only awards dedicated to bringing through innovations to commercial success.

First place went to IT company Laplock Technology Ltd. Based in Coventry, Laplock has developed a security device that deters attempts to steal laptops or their data. A compact USB plug-in device, the Laplock Alarm delivers an ear-piercing sound when the laptop is under threat. Motion detection sensors activate the alarm and the software can distinguish between accidental nudging, measuring angles of rotation and distance travelled to determine whether the alarm should sound. With the chances of a laptop being stolen running at 1 in 10 and only 10% recovery from such theft, this device has excellent commercial potential.

In second place was LED Trucklights of Coalville near Leicester, who are currently in the process of launching a range of unique LED ropelights that run along the length and breadth of commercial vehicles highlighting the entire outline of the vehicle and enhancing visibility and road safety and providing a stylish look that can emphasise branding and corporate identity.

Third place was given to HL of Derby for an innovative recycling technique using the printed pages of unwanted books and paper to obtain a material that can be used for sculpture. The leaves of paper are formed together, reverting back into a solid 'wood-like' material. The material can then be used to create sculptural objects with traditional wood working methods.

The three were chosen from six finalists by a distinguished panel of judges chaired by Rowan MD Chris Rattigan and including Chris Clifford, the CBI's Regional Director for the West Midlands, John Kelly from Begbies Traynor, Bill Taylor of the University of Warwick Science Park and Ellen Campbell, Deputy Editor of the Birmingham Post.

Now in its second year, the Rowan Best Business Innovation Award has been pioneered by sales and marketing specialists the Rowan Group and supported from the outset by the Birmingham Post. It has gained widespread support in the region after an exciting first year. The winners were announced on Monday 2nd July at a luncheon held at the White Horse Restaurant in Balsall Common. Rowan Director David Owen, who created the Awards, said: "This has been an extremely rewarding process and we have been very encouraged by the response and the support we have received from organisations around the region - a good indication of how much this recognition for innovation linked with commercial potential is needed in the Midlands."

"We were impressed by the diversity of the entries in this year's awards," commented Chris Rattigan, MD of Rowan and Chairman of the judging panel. "Our winners were picked from an extremely interesting range of innovations and the choice was difficult. They are all shining examples of what Midlands inventiveness is all about."

Rowan Group helps a wide range of businesses, from major companies to start-ups, to make their sales and marketing more successful and deliver increased revenue and profits. The company specialises in taking a hands-on approach to help its customers improve revenue performance. Where other consultancies are well-known for weighty reports on what needs to be done, Rowan gets involved at the sharp end, leading change from the front and becoming part of the client's team. Combining the best in practical sales experience and the highest quality business processes, Rowan helps businesses by delivering improvements in top-line performance and commercial outcomes. From getting innovations to market to leading transformation in sales, Rowan focuses on the top-line to help customers meet and exceed revenue and profit targets.