

Case Study:

A Greener Nottingham

About DT

Saving the planet and saving money without sacrificing life's luxuries is not always an impossible dream, and About DT Ltd can prove it. The engineering design company has designed and developed an environmentally friendly, cheaper-to-run power shower.

Starting my science based business

On completion of a degree in Product Design and Manufacturing Engineering (BEng) Director Ross Hadow was keen to further his career as a product designer. Ross decided to form About DT Ltd and design and develop his own ideas.

The power shower pump (The Enviro-Boost) that About DT Ltd has developed is greener than conventional designs as it boosts the pressure and flow of the shower water to the same level of performance as an electric power shower, without using electricity. Instead, the Enviro-Boost operates by making use of the pressure available in the mains water supply. This means it can be installed more safely than an electric power shower pump and it will not increase the cost of having a shower - unlike the existing electric models. On average the About DT shower pump will pay for itself after roughly 18 months of use, based on the value of the electricity being saved. Therefore it benefits the user, the environment, and household finances!

About DT Ltd received over £30,000 of funding from seed investment, a Department for Business, Enterprise and Regulatory Reform (formerly Department for Trade and Industry) Grant for Research and Development managed by East Midlands Development Agency and Business Plan competition prize.

About DT Ltd was formed with the assistance of a supportive group of family and friends and The Hive at Nottingham Trent University, who offer practical business advice and seminars to people looking to start their own business.

Benefits of being based in Nottingham

Since it was formed last year, About DT Ltd has received business support and advice from The Hive at Nottingham Trent University. East Midlands Development Agency and Connect Midlands have also provided access to funding, networking groups and business start-up seminars.

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“About DT would not have been able to form and develop their flagship product, the Enviro-Boost Pump to its current standard, without the support networks available to businesses in Nottingham.”

The status of Nottingham Science City will help raise the profile of the company and highlight how fundamental scientific disciplines are to their work.

Achievements so far

About DT's main achievements to date include obtaining funding to pursue the design and development of the Enviro-Boost Pump product from concept through to final prototype manufacture, producing a professional fully working prototype with over 200 hours of practical testing under its belt. Also, filing an International (PCT) application to patent protect the product worldwide and winning 1st Prize in the Regional Business Plan Competition (May 2006) for the business model relating to The Environmentally Friendly Power Shower Product.

Plans for the future

About DT is seeking further investment, with a view to producing batches of product and ultimately taking the product to market. They are also developing other ideas and building a portfolio of unique products.