

Press Release

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For Immediate Release

Speedboard Wins Contract To Produce Innovative New Sleep Aid

The answer to sleepless nights is finally here with the announcement of the September consumer launch of an innovative new product called LightSleeper from Quincom in Oxfordshire. Speedboard have won the contract to manufacture the units at their plant in Windsor.

Peter Turner, Sales Director of Speedboard said "There was stiff competition to win the contract to produce LightSleeper including interest from abroad. We are happy to wave the flag for UK manufacturing, proving it can still be cost effective for businesses to produce here. Contracts like this have a number of very positive benefits for our business and the UK at large, and we have recently seen a number of opportunities which may once have been only considered as suitable for overseas manufacture. The increased competitiveness and flexibility of more local manufacture has real value whilst also making a genuine contribution to a reduction in the carbon footprint of UK consumers. I believe this is becoming an increasingly important factor in the buying decision for consumers."

LightSleeper is still undergoing user tests but initial results for the device are very encouraging. One triallist said "I was amazed at how quickly my sleeping pattern changed for the better. Within 4 days of use I had slept solidly for 7 hours, the first time in years and, on the 5th day, I slept through to the 6.25 alarm - I can't remember the last time this happened." Early results also indicate that LightSleeper helped users improve the quality of their sleep, the longer they used the unit.

Product designer Kate Evans came up with idea while she was at the University of Central Lancashire as a result of suffering sleepless nights herself and the concept became part of her design degree, earning her a first class honours degree.

Christopher Quinton, founder of Quincom, a company that sources and markets a range of innovative products says "We instantly saw the value of LightSleeper and wanted to use local suppliers to design, develop, market and launch the product, making it a truly British product. Our research has indicated that many people are keen to avoid taking medication to help them and would prefer a complementary option which LightSleeper offers."

It is reported that 1 in 5 people in the UK are insomniacs, with many desperate to find a solution to improve their lives through improved quality and quantity of sleep.

Over two years LightSleeper has been tested and prototyped to ensure the final version is not only effective but also a stylish addition to any home. A patent is currently pending and it will be available from leading retail outlets and the LightSleeper website www.lightsleeper.co.uk from September 2009.

Pre-orders or enquiries can be directed by e-mail to info@lightsleeper.co.uk and the product will be stocked on the website at www.lightsleeper.co.uk.

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Editor's Notes

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Founded by Christopher Quinton in 2007, Quincom is an Oxfordshire based company that specialise in finding and adopting innovative new products and bringing them to market.

Figures from Mintel reveal that 1 in 5 people the UK suffer from insomnia. It is thought that sleep disorders are on the increase with people worrying about their jobs, homes and income.

In December 2008 there were over 3m UK searches on Google for sleep related problems, no doubt boosted by recession.