

## **Plextek rebrands for innovation and growth**

*Group evolves to offer greater clarity and level of service to customers, with additional organic growth through the maturing of internal ventures*

**Cambridge, UK, 28<sup>th</sup> January 2013:** Plextek Ltd, the product innovation and design consultancy, has announced a restructuring of its business to separate the consultancy from several lines of business including Plextek RF Integration, Telensa, Blighter and Redtail Telematics. The move is intended to catalyse the growth of the businesses by giving each a greater focus, whilst particularly fostering a culture dedicated to innovation within the consultancy business.

As of 1<sup>st</sup> January 2013, the Plextek Group is chaired by co-founder Dr Colin Smithers. Simon Cassia has become CEO of the rebranded Plextek Consulting business, while Paul Martin and Henk Koopmans become CTO and CMO respectively. The restructuring is expected to enable the consultancy business to provide a clearer, dedicated design service for its customers, underpinned by a new ‘innovation centre’ to promote the cross-pollination of ideas using Plextek’s expertise in a broad range of industry sectors.

Smithers commented, “The restructuring of the group will allow us to provide a much more focused service to customers of each business line, and the consultancy business is especially adapting to meet the increasing market appetite for innovation. This is a significant move for us as we’re setting ourselves up for significant growth, and we’re excited about the results we expect this will deliver for both the business and our customers. It also recognises the portfolio nature that the present Plextek Group business.”

Meanwhile, group co-founders Tim Jackson and Ian Murphy are concentrating respectively on Telensa, (the already spun-out street lighting control system company) and RedCloud Technology and Icen Mobile Technology (cashless money transfer organisations). Blighter Surveillance Systems (previously Plextek Radar Group) continues to be led by Mark Radford, now as CEO, and Liam Devlin will become CEO of Plextek RF Integration, separating out the RF IC design business. Sister company Redtail Telematics continues as the branded outlet for Plextek’s telematics activities.

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### **About Plextek Ltd**

At the forefront of business and product innovation, Plextek develops and commercialises diverse technologies across a broad range of market sectors. It is the development partner of choice for 300+ major global organisations, government bodies and ambitious start up companies.

Established in 1989, Plextek has evolved from a pure 'design house' into an international multidisciplinary consultancy capable of transforming businesses and managing customers' products through the entire product development cycle from concept to supply.

Plextek also has a proven track record for transforming entrepreneurial ideas into successful businesses, including Telensa Ltd (street lighting control infrastructure), PneumaCare Ltd (contact-less lung function measurement) and Redtail Telematics Ltd (tracking devices and data warehousing for fleet and insurance applications).

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