

Pearson Matthews creates products that change lives and transform businesses. We are designers and engineers with over 20 years' experience of turning raw technologies into practical, easy-to-use medical products that hold real value for our clients and their customers. We believe design provides vision, vision delivers knowledge and knowledge reduces risk. Pearson Matthews can give life and form to alternative commercialisations of a technology and show the right way to go, technically and economically. We'll help take the guesswork out of going to market.



Conceiving a child is one of the biggest lotteries we'll face in life. Every couple wants to know what their chances are before it's too late. Fertell from Genosis is a first-of-a-kind product that enables men and women to gauge their fertility themselves, allowing them more freedom – at an earlier age – to plan a family and seek treatment, if necessary. Pearson Matthews helped Genosis to design and develop, from tried and tested laboratory methods, a reliable, easy-to-use OTC product that will deliver priceless information.



pmrpt

Clients find that Pearson Matthews' resources and skills dovetail with their own. It's a quality that has suited Unipath on over a dozen pioneering projects, through the company's rise to world leadership

in women's health consumer diagnostics. We got to know its scientists, its customers and its culture. We understand each other. We do the same with all our clients. Which is why they keep coming back.



Then again, they don't come back too often. In the seven years since the launch of the Persona female fertility test for Unipath, its slimline, hard-wearing case and breakthrough engineering have required no update. It is still a best-seller. We made sure the job was done thoroughly, developing the concept, mechanics and user protocol, creating models for market research and clinical trials, and defining the production process.



Clearblue, the world's first one-step pregnancy test and brand leader, is simple and easy to use and over 99% accurate. Designed by Pearson Matthews, Clearblue gives a clear 'yes' or 'no' answer in just one minute, providing women with the information they need in order to get on with their daily lives. Having originally designed Clearblue in 1988, Pearson Matthews has recently helped reinforce its position, refining the ergonomics of the wand for even greater convenience and putting control, more firmly than ever, in women's hands.

pmdiy

We know the range of services clients need from an external design house. And it's all here, under one roof: a Class 1 development lab, the highest calibre product designers and engineers, electronics developers and project managers, plus the latest high-speed prototyping equipment. We also have close links with partners in market research and regulatory affairs. Everything to turn vision into reality, seamlessly. Less DIY, more 'do it ourselves'.



Nurofen acts fast, and so do we. Our in-house prototyping resource enabled brandowner Boots Healthcare International to achieve its fastest-ever design-to-market packaging project. BHI wanted something stylish, durable and convenient to carry Nurofen's traditional blister pack, but faced a very ambitious timeframe. It turned to Pearson Matthews. Not only was the deadline met with 'right-first-time' design, engineering and production methods, but the final product hit the spot with customers, exceeding BHI's pre-launch sales projections.

pmesp

We can't read your mind, but we do have a strong sense of how design could assist your business on a strategic level. When we visualize a product, we generate information that – at a very early stage – helps our clients to shape their own destinies. Our medical products change lives. Pearson Matthews has the potential to transform your business too, whichever sector it's in.



Advance is the first of a new generation of blood glucose meters from Hypoguard, which has been developing blood sugar monitoring systems for diabetics since 1969. Designed by Pearson Matthews to be compact and convenient, and based on Hypoguard's proprietary biosensor test strip, Advance offers a quick result on a large, easy-to-read digital display, using a small blood sample. With this and other products designed by Pearson Matthews, Hypoguard has entered a new era.

If you would like to find out more about Pearson Matthews, visit our web site at www.pearsonmatthews.com or telephone David Billig on 020 8547 0470 to discuss your future projects.

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future made real by design

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