



Paul Huxtable

Graduated 1976
Associate Diploma of Product Design



Protect-it Column Guard

In 2003 there was a fatality in a warehouse collapse in Ontario Canada. The collapse was initiated when a fork truck hit an unprotected pallet rack frame causing a chain collapse. It took 3 days to extract the Deceased. After a thorough investigation into the cause, the business was heavily fined for health and safety breaches, In addition, new health and safety standards were enforced and the coroner recommended charging the facility manager with manslaughter. So we became aware of a new product opportunity to develop a Plastic Impact Protector with

applications in warehouses around the world.

The first Protect-it column guard was released for sale in 2004. Our first export sale was to Norway in 2005 and now Protect-it Column Guards are now used in warehouses in over 60 countries from Iceland to Afghanistan to Peru.

Protect-it is manufactured in Adelaide and 95% of our sales are export. Companies using Protect-it products globally include BMW, VW, Ford, GM, TNT, DHL.

CV

Paul is a serial product developer and business developer with over 44 years' experience in design, development and commercialisation of manufactured products.

His design career began as a trainee at Caroma in 1971 before progressing into senior management roles in both design and marketing within Caroma and Simpson (now Electrolux).

Paul studied part time Mechanical Engineering, Industrial Design and Marketing during the 1970s. He also worked on Joint ventures in 1984 in China for Simpson, and in 1988 in India for Caroma.

From 1989 to 2008 Paul founded three design consultancies, PHD Product Development Pty(1989), Proen Design Asia Sdn Bhd (1994) and Proen Design Australia Pty. Ltd. (1994) With offices in South Australia, Victoria and Malaysia.

In 2000 he also jointly acquired Arketype Pty Ltd partnering with Jesse Hanlon and overseeing it's successful restructure before selling.

In 2001 Paul initiated and guided the strategic move into proprietary products as an "offshoot" from Consulting.

Paul has now retired from consulting but remains active as a Design and Innovation mentor and Chairman/Founder of Eye-Catcher Innovations, a South Australian Company and global leader in the design and manufacture of plastic impact protection products.

Paul has authored/co-authored multiple international patents in a diverse array of product categories including Consumer, Industrial, Agricultural, Aquaculture and Medical.

www.protect-it.com.au

Awards

Multiple Australian Design Awards 1976 - 2008

Prince Phillip Design Prize- Joint winner 1982

Powerhouse Museum Design Selection - 2005 & 2008

Chicago Athenaeum Design Award 2006

Korean Design Council Selection - 2005 & 2008

National Winner - 1998 Telstra & Australian Government Small Business Awards

2001 & 2002 Deloitte Technology Fast 50 (18th).

National Winner - 2004 Sensis Yellow Pages Business Ideas Grants

South Australian Winner - 2007 Telstra Innovation Award

South Australian Winner - 2007 Telstra Small Business Award

SA Business Ambassador 2005 -2008 (Network of entrepreneurs appointed by SA Premier)

Judge - Good Design Awards 2003, 2006, 2011, 2012, 2014

2006 onwards - Advisory Board Member - Good Design Council

Judge - 2010 & 2012 Adelaide University & ZEN E Challenge

Mentor - 2010 John Heine Entrepreneurial Challenge (winning team)

2014 -Winner South Australian Export Awards - Small business category

Uni Memories

I remember the old building at Torrens College Campus in an old building where Channel 7 is now located.

Advice

1. Innovation = Vision + knowledge + leadership
2. Step outside your comfort zone as often as possible.
3. The devil is in the detail.
4. Enjoy the ride.



University of South Australia



Works by South Australian Industrial Design Alumni

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