

# MEDIA RELEASE

For immediate release: 11.30pm AEST Friday 4 June 2010

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## ENVIRONMENTALLY-FRIENDLY CONCRETE REINFORCING PRODUCT TAKES OUT SUSTAINABLE DESIGN AWARD

**A new construction system used for reinforcing concrete in buildings has won the 2010 Award for Excellence in Sustainable Design in the Australian International Design Awards.**

A groundbreaking new concrete reinforcing system with the potential to drive down costs, minimise concrete cancer and improve safety in the construction industry has taken out the Award for Excellence in Sustainable Design in the 2010 Australian International Design Awards, announced tonight.

[Enviromesh](#) – a lightweight and strong alternative to steel mesh in concrete reinforcement – was designed by Queensland-based product development consultancy, Infinity Design Development for OzSafe Industries.

Comprised of a recyclable polymer and glass fibre construction material, Enviromesh is corrosion resistant and significantly improves the longevity of concrete structures by reducing the risk of concrete cancer.

Other benefits brought about through the product's well considered design include reduced labour costs, improvements in workplace health and safety, ease of transport and the ability for the product to be factory pre-assembled if required.

The Australian International Design Awards, a division of Standards Australia, recognises product design and innovation excellence. Judges assess products against a common set of six criteria including innovation, quality of manufacture, functionality, human safety, visual appeal and environmental sustainability. The product judged to best represent design for sustainability is presented the coveted Award for Excellence in Sustainable Design.

“Considering the environmental impact of a product from concept through to usage and end life is now a requirement in every design project. This year, judges felt there was no more deserving winner for this award than Enviromesh, with its broad-ranging environmental benefits, smart choice of materials and cost savings for the building industry,” said Stephanie Pemberton, Program Director for the Australian International Design Awards.

“This intelligent use of materials offers a cost-effective and environmentally friendly approach to a product that hasn't changed since the 1800s,” the judges commented.

“Enviromesh can make significant advances in product life extension, durability and materials efficiency, while minimising embodied energy in manufacture.”

The final results in the 2010 Australian International Design Awards were announced at the Presentation Night at Wharf 8 in Sydney on 4 Friday June 2010. View the winners online at [www.designawards.com.au](http://www.designawards.com.au)

The top prize – Australian International Design Award of the Year – went to the [M8 Intensive Care](#) bed designed and manufactured by New Zealand-based company Howard Wright.

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## Background

The 2010 Australian International Design Awards program attracted a record 202 industry entries and a further 98 student entries, representing a 27% increase on 2009.

In the Final Round Assessment stage, shortlisted products were assessed by multidisciplinary panels of [Australian and international experts](#) in relevant design disciplines.

Judges had the opportunity to physically test entries from a usability perspective, and rank the design merits of each product against a common set of criteria including innovation, visual and emotional appeal, functionality, quality of manufacture, human factors such as ergonomics, semantics and safety, and environmental sustainability.

Past winners in the Australian International Design Awards include the Qantas A380 Economy Seat, Flaik snowsports tracking device, Gator LED bike headlight, and Ford Territory.

## Accolades up for grabs:

Australian International Design Award of the Year – one only

Australian International Design Award - multiple

Australian International Design Mark – multiple

## Associated accolades:

Powerhouse Museum Design Award and Selection

Award for Excellence in Sustainable Design

Australian Design Award – James Dyson Award for excellence in student design

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## Images

To access a library of high quality images and video from the 2010 Australian International Design Awards please click the following link:

<https://secureftp.standards.org.au/Thinclient/Login.aspx>

Username: Design

Password: Monday@1

*Please note these login details are case sensitive*

The 'Media Image' folder contains images for all the finalists arranged by category.

## Media Inquiries

Australian International Design Awards Standards Australia
Luisa Bustos Phone: (+61 2) 9237 6184 Mobile: 0405 506 457 Email: <a href="mailto:luisa.bustos@standards.org.au">luisa.bustos@standards.org.au</a>

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