



Ingenious and engaging products for children

Concentrate is a young British business dedicated to designing engaging products for children that aid their ability to concentrate and help them form positive lifestyle habits.

Concentrate is the creation of Mark Champkins, a graduate of the Royal College of Art who developed his ideas for the company whilst conducting a year of research into how the design of school environments and equipment could improve standards of education. He explains, "The idea behind Concentrate is to design clever products that improve the kids' well-being and concentration so they get the most out of their time at school, home and at play."

The first Concentrate product range comprises the Food for Thought lunchbox, the Bottlecoolerpenholder and the Chairpadbag.

The Food for Thought lunchbox encourages healthy eating by protecting oranges, apples and bananas from bruising. The lunchbox comes with a cooler to keep packed lunches fresh and tasty and is fast becoming the default choice for discerning parent.

The Bottlecoolerpenholder is a design made from neoprene that keeps water cool whilst also serving as a modern day pencil case. Simplicity itself, it helps children keep hydrated whilst at work and play, which dramatically increases levels of concentration.

The Chairpadbag is a bag that doubles as a padded seat cover to make hard, plastic seats more comfortable. The slim bag design means the children carry a manageable amount of schools kit, they enjoy the extra comfort the seat pad provides and they benefit from having all of their school kit close at hand.

This first range has been well received by press, retailers and consumers alike. The whole range is now available at the John Lewis flagship store on Oxford Street and through their online store. The products are also available at the Science Museum and the Design Museum in London, at National Schoolwear Centres and through the Concentrate Design website.

Mark Champkins has an impressive track record. In 2002/2003, he was named British Inventor of the Year after designing a range of self-heating crockery, in 2004 he won the NESTA (National Endowment for Science, Technology and Art) Creative Pioneer Award and in 2005 he was runner-up in the Shell Livewire Young Entrepreneur of the Year Award.

This year, he has discussed the findings of his research in schools with Tessa Jowell, the Secretary of State for Culture, Media and Sport, and with Shaun Woodward, Minister for Creative Industries and Tourism and has just appeared on the BBC2 programme Dragons Den.

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