



## **JSJS Designs PLC**

### ***Collaboration Agreement***

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JSJS Designs PLC

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### **JSJS DESIGNS PLC (AIM: JSJS)**

#### **JSJS DESIGNS JOINS EU-FUNDED INTERNATIONAL COLLABORATION PROJECT**

JSJS Designs plc ("JSS Designs") announces today that it is now part of an international project to introduce to the UK an innovative locking system, which is energy independent and secured wirelessly by radio-frequency identification (RFID).

The locking system uses kinetic energy generated by moving the door handle and the system generates its own power, without the need for batteries, thus reducing maintenance costs and carbon emissions.

JSJS Designs secured the contract after a profiling exercise by BtOG (Bridging the Opportunity Gap), which was set up in 2009 to identify potential EU-funding opportunities for regional SMEs, and the West Midlands European Service (WMES), formerly known as EU Connects.

WMES works closely with BtOG to provide support and services to West Midlands' organisations that are new to or have limited experience of European projects and funding, guiding them through the process of developing proposals, finding suitable partners, creating a consortium and submitting successful applications.

BtOG first profiled JSJS Designs in July 2010 and during this process, identified the Eco-Innovation programme as most appropriate for the company. BtOG then passed its knowledge of JSJS Designs, and its contacts and capabilities, to Ewa Bloch at WMES, who is responsible for helping companies get into the Eco-Innovation programme. Ewa immediately sourced the GreenAccess project as one that JSJS Designs could bring added-value to and she and BtOG project manager, Hugo Russell, approached JSJS Designs about the initiative, knowing the company was the perfect collaboration candidate. From there, Ewa and

Hugo introduced the company to the GreenAccess project lead partners, Berlin-based time management, access and security company Horatio.

John Shermer, CEO of JSJS Designs, comments: "**We design, develop and manufacture home automation systems that enable consumers to remotely operate everyday household appliances. We set up in October 2007, to bring a comprehensive range of stylish, modular and affordable home automation products to market and since then have worked hard to maximise any opportunities available. The BtOG project has made a number of introductions to very helpful and knowledgeable industry experts, as well as alerting us to significant commercial opportunities such as the GreenAccess project.**

**"Winning GreenAccess through BtOG's introduction gives us a fantastic opportunity to enter the European market. We anticipate the future holding rapid growth for JSJS Designs and the introduction of even more innovative products to our existing range of home automation and energy monitoring devices. Working with the BtOG team has been invaluable as they have provided knowledgeable and experienced team members, opportunities to meet in neutral environments and access to a rich bank of resources."**

Hugo Russell, BtOG Project Manager, said: "**BtOG was set-up to help SMEs develop a European network of relationships and our work with Birmingham Science Park Aston (BSPA), formerly Aston Science Park, which is where JSJS Designs is based, and WMES have both been instrumental in delivering on this aim, through facilitating the link between JSJS Designs and GreenAccess. Although we identified the best route for JSJS Designs to take in being profiled for this European partnership, it was only through BSPA's introduction that we came to know of JSJS Designs. Our continued work with the specialist support unit at WMES enabled the company's collaboration objective within this EU-funded project to come to fruition and we are delighted the local company was chosen as project partner for this international collaboration opportunity.**

**"The GreenAccess project is exactly the type of green technology that BtOG and BSPA have been working towards over the past 18 months. Not only does it have a high potential of transferability to other European countries and various sectors but the project consortium will now commercialise the system on a number of selected European markets. They have even been awarded a grant (under the Competitiveness and Innovation Eco-Innovation Programme) to do so, with 50 per cent of project costs being covered by the European Commission.**

**"We are delighted to have helped JSJS Designs secure this opportunity to promote growth within the region and internationally through a collaborative EU-funded partnership and anticipate it being a great success thanks to the team's innovative approach."**

In addition to helping JSJS Designs secure the GreenAccess project, BtOG has continued to support the company with a range of alternative opportunities, including a visit to Brussels in September 2010.

John Shermer concludes: "**We have continued to explore other opportunities generated through BtOG and WMES, including collaborative and commercial projects. Both organisations have been key to driving our business opportunities forward, for international and UK-based initiative, and I would have no hesitation in recommending them to other SMEs seeking to expand into EU-funded collaborations.**"

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About JSJS Designs

JSJS Designs develops home automation systems to enable consumers to remotely operate everyday household appliances, such as lighting, heating, air conditioning, door entry, audio, video and security. The Company is targeting the potentially significant mass market as consumers increasingly seek to "retro-fit" smart home technologies into their homes and, in the longer term, the "extra care" residential market where there is demand from the providers of such schemes to enable independent living for the elderly and physically immobile.

This information is provided by RNS  
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