

International Institute for Product and Service Innovation

Helping West Midlands SMEs access cutting edge technology to develop market leading products and services



A funded facility where SMEs can experiment with a range of technology demonstrators and talk through their innovation needs with experts co-located with the technology.

An Innovation Programme delivered by a dedicated WVG SME team is available.



Expertise areas

Digital Innovation

Helps businesses explore how internet based digital technologies can be used to enhance or better deliver products and services. Support is available in data intelligence, cloud solutions, smarter social media and mobile technology.

Polymer Innovation

Helps businesses look at evolving their products or services by adding ground breaking functionality to plastic parts. The team also supports businesses with prototyping, low volume manufacturing and polymer recycling solutions.

Experience Led Innovation

Helps businesses better understand how customer behaviour, experiences and responses can be used to advance new or existing products and services. Practical tools are available to help organisations unlock powerful insights in user behaviour.

Research Capability

A range of ground breaking research is undertaken in the International Institute for Product and Service Innovation looking at how businesses can adapt products and services to respond to the future digital economy.



How is the International Institute for Product and Service Innovation (IIPSI) made available to SMEs?

IIPSI is funded by the European Regional Development Fund and the University of Warwick. In order to receive support, businesses must fit the criteria below:

- Must be a registered business (sole traders and charitable organisations are eligible)
- Must be an SME (organisation with < 250 employees, turnover of <€50 million)
- Must be based in the West Midlands

What services are available as part of the Innovation Programme?

- Workshops and Technology Demonstrations
- Customised Company Projects
- Pre Incubation Start-up Support
- Support with Funding Applications
- Opportunity to Collaborate on Research Bids
- Access to Specialist Skills

All of the support is free to West Midlands SMEs

Case Studies

The Innovation Programme is available to a range of business sectors. See below brief cases highlighting how SMEs can benefit:

Mayridge Ltd



Mayridge provides a fully integrated approach to live events and exhibiting worldwide. Mayridge has been collaborating with WMG to develop novel business applications in the area of "Experience Led Innovation". The partnership has enabled Mayridge to offer a completely new approach to live events, exploiting sophisticated academic tools for the benefit of

its clients. A new service initiative developed through the partnership, "Campaign Architecture", creates the bridge between its customers' brands and their live event experience, ensuring total engagement with visitors and the very best chance of success. The partnership has helped to create several new jobs and new business opportunities.

Barkley Plastics Ltd



Barkley Plastics, a plastic injection moulding, assembly and tool making company based in Birmingham has been working with WMG experts on a number of different projects. The company has used optical microscopy testing to assess the validity of its patented in mould welding and used WMG's Additive Layer Manufacturing facilities to create prototypes for a

revolutionary finger held razor. The on-going support is likely to generate over 10 new jobs for the company and over £3 million in sales.

For more information

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“It is imperative that firms today continuously evolve and innovate. Access to support and equipment at the new International Institute for Product and Service Innovation has been invaluable to us on our journey to create new and exciting products for our clients.”

Maurice Cassidy,
Technical Director, Barkley
Plastics