

PRODUCT UPDATE

breakthrough design solves common challenge

A HIGH TECH PROTOTYPE – THOUGHT TO BE THE FIRST OF ITS KIND IN THE WORLD – HAS BEEN DEVELOPED IN CHRISTCHURCH TO RESOLVE ONE OF THE MOST WIDESPREAD EVERYDAY CHALLENGES IN MODERN FARMING.

An engineer and a designer are now working hard to bring the revolutionary new product to market.

As well as breaking new ground in design and function, it will be environmentally friendly, sustainable and extremely cheap to run.

Anyone can use it – all you need is the merest breeze and ... a pair of soggy gumboots. Yes, it seems clever Kiwis have finally cracked the age-old conundrum – how to take off a wet, clammy pair of gumboots at night, and turn them into dry, welcoming gumboots by morning.

Many have tried. But up until now such efforts have all too frequently resulted in disappointment or expense, not to mention domestic discord, ranging as they do from fancy electric warmers and crushed newspapers to racks for hanging gumboots upside down and smuggling them into the home linen cupboard.

South Island farmer
Tony Blunt.

Now, thanks to the efforts of Christchurch duo Tony Smith and Jonathan Prince, these days could be over.

All you have to do is stick an elegantly moulded piece of plastic into each boot, find a slight breeze (5 km/hr minimum) and the miracles of modern physics and evaporation will do the job for you.

You don't need heat or power, and even saturated boots will be dry by morning.

Basically the new product – known as the WinDry – is designed to suck air in one side of the plastic and expel it out the other side, taking any moisture with it.

Tony Smith is a textiles designer who has helped create such successes as Canterbury rugby apparel, Skellerup's Schoen workboot and Ironbark Knitwear. Jonathan Prince's engineering credits include the internationally renowned LIFE chair from Formway Design Studio.

Together they have been working on the WinDry for the best part of three years.

It's everything they want in an agricultural product from their start-up company The Ideas Foundry – sustainable, simple, unique and highly useful.

Prince says the initial idea arose over a cup of coffee between Smith, and South Island farmer and former NZ Young Farmer of the Year Tony Blunt. From there it was a matter of trial and error until the right prototype emerged.

The innovative new product has won silver and bronze prizes at the New Zealand Best Awards for design and sustainability, and was launched at Fieldays 2010.

Prince and Smith are looking for distributors for the product both nationally and internationally.

In the interim, they're hoping rural schools can use the WinDry to help with their fundraising.

"We'd like to hear from any rural schools that would be keen to sell some WinDry's to make some money," Prince says. "In return, the schools get to keep a good percentage of the sale price, to add to their fundraising efforts." For more detail phone Jonathan Prince 021 582 199.

