

A black and white portrait of Dr. Steve Cummings, an older man with glasses, looking slightly to the right. The background is dark, and the lighting highlights his face and hair. The text 'DRIVEN TO INNOVATE' is overlaid in large, white, bold, sans-serif capital letters on the right side of the image.

DRIVEN TO INNOVATE

AN INSIGHT FROM DR STEVE CUMMINGS



DR STEVE CUMMINGS

Highly respected amongst the Australian design community, Dr Steve Cummings is renowned as a fellow of the Design Institute of Australia (DIA), and was inducted into the Design Institute of Australia's Hall of Fame in 2012. He has held senior Research and Development appointments in the bathroom product design industry and has had a long standing participation in standards development in Australia and internationally since 1980. A pioneer in sustainable design, Dr Cummings has dedicated himself to developing innovative products that minimise water consumption. He is recognised internationally as an authority in this field.

INNOVATION.

WHAT DOES IT MEAN TO YOU?

“It means coming up with an idea that provides significant advantage to what is already available. By applying our creative thinking, experience and insights, we can create anything... there are no real constraints.

When saying this, I am referring to our R&D innovation processes that align with the business strategy and are right for the company and its future. When we become aware of a problem we see this as a potential opportunity for the development of something new that solves the problem – the Uni Orbital connector concept evolved around this approach. It is tremendously satisfying to see our innovations being used widely in the market place.

Caroma has been a highly supportive company to work for. They have always been very enthusiastic about ideas created by our R&D team. They have never required us to compromise on what we believed to be a great idea.”

A dynamic splash of clear water, with droplets and ripples, set against a white background. The water appears to be falling from the top left, creating a sense of movement and freshness.

**WHAT ARE
SOME OF
CAROMA'S
INNOVATIONS
THAT HAVE
HELPED
SHAPE OUR
COUNTRY?**

“At Caroma, we’re constantly challenging ourselves to create new product concepts that are at the forefront of industry innovation in a global market. After developing the first two-button Dualflush ceramic toilet – now standard throughout the world, we were the first to incorporate the Dualflush with low flush technology and to come up with the first 6/3L system. We created the award-winning 4.5/3l ultra low flush Smartflush system in 2006 that is now the norm throughout Australia. Then we looked ahead to what the industry needed and Caroma Cleanflush® was created.

With our heritage in reduced flush technology we took our learnings from Smartflush and utilised them into our Cleanflush rimless pan technology. We had significant breakthroughs in the development of Cleanflush where the flow splitter concept was established, allowing for a highly effective bowl flush with maximum coverage while meeting our high performance requirements.”

While Steve looks proudly at his toilet innovations, another significant achievement has been reducing the water usage of urinals with the stand outs being the development of the 0.8L Cube urinal and the H2Zero™ Waterless urinal.

With product innovations like these, Caroma has certainly helped influence the Australian market and saved Australia billions of litres of water annually.

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REAL CONSTRAINTS.”

A handwritten signature in white ink, appearing to be 'S. L. ...', located in the lower right quadrant of the page.

WHAT DRIVES YOU AND YOUR TEAM TO CONTINUE INNOVATING?

“We have a long history of being first with innovative products such as Smartflush, Dualflush, 0.8L urinal and now Cleanflush. We’re driven by the goal to continue being the industry innovator and coming up with the next step in technology to benefit our customers and industry. This is a major driving force for myself and the team.

Seeing the benefits of what you have designed being widely appreciated by users is one of the single most powerful motivators behind everything we do. Of course, being recognised by peers and receiving a number of design awards over many years, is also important to us.”

WHAT ARE THE KEY CONSIDERATIONS IN DESIGNING A NEW PRODUCT?

“There are many facets to that question and it depends on what you’re trying to achieve. When you’re designing a product for mass production, you need to ensure that production considerations are factored into the design without compromising the product’s performance – this is always an issue and that challenges us in design.”



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HOW DO YOU KNOW WHEN YOU'VE DESIGNED AND ENGINEERED AN AWARD- WINNING PRODUCT?

"The team has always worked at a high level of innovation and design. Good design is integral, it's in our DNA.... it's just what we do. Our benchmark is to receive industry recognition such as Design Awards. This shows that we're on track and at the level where we want to be."



HOW DO YOU SEE BATHROOMS EVOLVING IN THE NEXT FEW YEARS?

“The market will definitely see some moves to other systems that will provide product enhancements to improve the bathroom experience. Sustainability will remain a big issue in the future with the need to reuse conventional systems. Personally, what I would like to see for the next generation is the population gaining access to efficient flushing toilets globally.”

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