

Client achievement: Swags for Homeless out on top

Griffith Hack would like to congratulate their client, Tony and Lisa Clark and their non-profit organisation, Swags for Homeless, on the recent award winning streak for their revolutionary product, the Backpack Bed™. The Backpack Bed™ has recently won three international design awards, including the world's largest and most prestigious product design award, Germany's Red Dot 'Best of the Best' 2011. From 4433 entries across 60 countries, Swags for Homeless now shares the mantel with past winners such as Rolls Royce, Apple Inc. and Mercedes Benz. The award win was momentous as Swags for Homeless was the first Australian business ever to win the Red Dot 'Best of the Best' and the first charity globally since the awards inception in 1955. The Backpack Bed™ was also considered top 10 of all designs at the Red Dot by Yanko Design and now resides in the world's largest contemporary design museum in Essen, Germany.

Following the Red Dot win, at the recent Australian International Design Awards (**AIDA**) the Backpack Bed™ also received two recognitions on the night. The Sydney Powerhouse Museum selected the Backpack Bed™ as the top product design among all AIDA finalists with the additional honour of being acquired into the Museum's permanent collection. The awards didn't stop – with AIDA then presenting the gold logo Design Award in the category, 'Sport and Leisure'.



Tony and Lisa Clark collecting their award at the Red Dot 'Best of the Best' 2011 awards.



At the Australian International Design Awards, Good Design Australia said of Swags for Homeless and the Backpack Bed™: *"The work of this company is truly inspiring. Delivering great design to the least fortunate is worthy of applause"*. The award win was dedicated to the homeless of Victoria who were the inspiration for the award.

Swags for Homeless is a non-profit charity providing Backpack Beds™ to Australia's street sleeping homeless when turned away from shelter. Swags for Homeless partners with over 100 charities across Australia to provide Backpack Beds™ directly to homeless people in need. Homeless people and charities agree Backpack Beds™ improve homeless people's health, self-esteem, dignity, safety, sleep and comfort. Key features of the Backpack Bed™ include an ultra light fabric that is water proof, windproof, fire retardant and resistant to mildew; a super long EVA foam mattress; tough mosquito fine mesh protection; lockable pocket and above all, dignity tested. Charities agree that this is the ultimate interim emergency relief measure for street sleeping homeless people. Calls for the Backpack Bed™ are being made for use in disaster zones and public sale – where profits go towards homeless projects. Griffith Hack has assisted Swags for Homeless by drafting and filing Australian and United States patent applications protecting its swag. These patent applications are important in protecting commercial versions of the swag, because profits from sales of the commercial versions are to be directed to production of swags which are provided to the homeless at no cost.

Congratulations again to Tony, Lisa and Swags for Homeless on their achievements.

See www.swags.org.au for further details or contact Tony Clark on tonyc@swags.org.au

For further information, please contact:

John McCormack, Principal, john.mccormack@griffithhack.com.au

Malcolm Lyons, Associate, malcolm.lyons@griffithhack.com.au