

### Service

Injection Mould Tooling

### Project

FlareSafe Torch

### Industry

Consumer Goods

### Client

FlareBrands is an innovative travel product company that designs travel safety products.

### The Brief

After the Childers hostel fire in Australia in June 2000 in which 15 backpackers died, the founders of FlareBrands, extensive travellers themselves, started thinking about what travellers could take with them to avoid a similar catastrophe. They came up with FlareSafe, a personal, multi-purpose safety device designed to save lives.

The concept design for the product was an LED torch with:

- Half power function for extended battery life
- A flashing mode for signalling
- A 110db personal alarm with two settings
- A military-grade, water-resistant plastic casing
- Removable lanyard
- Portable, hand-held size.



### The Stats

- 8 mould tools
- 40 days manufacture time
- 17 separate components
- 5 material variations
- 1 happy customer

### Testimonial

"We highly recommend BEC's professionalism and extreme depth of knowledge regarding the development and manufacture of our tooling equipment, proving to be a critical and committed element of our design process."

Dave Potter, Co-Founder, FlareBrands Ltd

### The Solution

Working with Curventa, the appointed design agency, we developed the concept to give FlareBrands a commercially viable product. Following several cost-down iterations we managed to achieve the price points set by the customer without losing any of the key functions of this innovation.

Our in-house tool design team took the CAD drawings and brought them to life. Using CAM software they manufactured the complex mould tool with 17 separate components. The result was a production-ready injection mould tool which we used to produce samples for FlareBrands so they could test out the product before proceeding with full production. Due to the thorough concept design stage and the accuracy and technical capability of our tool room, no tool modifications were required.

The FlareSafe was launched in 2006 and has enjoyed extensive sales and media coverage worldwide.