



Flux Stoke-on-Trent Ltd

a design led spin-out company from Staffordshire University

Flux was the brainchild of Professor David Sanderson, Faculty of Arts & Creative Technologies, and was born from a HEIF (Higher Education Innovation Funding) project to commercialise student designs for tableware. Flux produces some of the product itself and works with local supply chains for the rest – everything is made in Stoke-on-Trent, still a global brand for bone china.



Students get to work on briefs set by Flux and receive a royalty for their designs, so this introduces real working practice for them as part of their studies (embedding enterprise in the curriculum).

Innovation

Flux marks somewhat of a renaissance for design led innovation in a traditional industry. The designs use classic in-glaze cobalt blue as the signature decorating colour, accented with burnished gold and platinum and are an eclectic, versatile and interchangeable mix of patterns. Every design is unique to the designer who created it.

Knowledge Transfer

An ethos of the spin-out company is to embed enterprise into the student experience at Staffordshire University. The Knowledge Transfer Team (Enterprise & Commercial Development) protected and licensed trademarks, designs and a patent relating to methods of decorating ceramics. With help from UKTI, the Flux concept was launched at the world's largest consumer homewares fairs; Ambiente in Frankfurt, Germany and Maison & Objet in Paris, France. On the very first exposure of Flux designs, there was a great deal of attention in the press and we took over £30k in product orders.

After successful test trading Enterprise & Commercial Development were instrumental in developing Flux from a project into a joint venture spin-out company with external investment and board membership.

Impact

Flux sells high end/premium fine bone china tableware to 20 countries worldwide through prestige retail outlets such as Galeries Lafayette (Paris, France) and Gearys (Beverly Hills, USA). The quality of design shines through. Flux has featured in ELLE magazine, UK Monocle and Vogue magazine and Professor Sanderson won the Ceramics and Glassware Design Award in the 2012 Home and Garden Awards which recognises designers that have made an outstanding contribution to their field.

Enterprise & Commercial Development remains heavily involved in the company by providing a company secretary and support for the growth of the company.

Key points:

- *The Flux brand has had a positive impact on the reputation of Staffordshire University and the city for producing world class ceramics.*
- *The impact for the company, the University, and the region has a worldwide reach.*
- *On-going support from the Knowledge Transfer Team has enabled the company to grow from an enterprise project into a limited company.*
- *Flux Stoke-on-Trent Ltd brings to business and commerce the creative outputs of our design students.*
- *Creating such a design led, creative company is relatively innovative in the sector.*

Flux Destinations



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| USA | Sweden | Venezuela |
| France | Turkey | Spain |
| Holland | Germany | New Zealand |
| UK | Kuwait | Poland |
| Australia | UAE | Estonia |
| Netherlands | Dubai | Belgium |
| Japan | | Hong Kong |

