

# Welsh Innovation showcased at Smithsonian, New York

The two products by E2L have been designed to maintain mental engagement, self-worth and dignity for people with dementia, helping them to recognise and retain the use of everyday objects. Both have been extensively tested among people with dementia in the UK.

They are part of a collection of 70 innovative designs from around the world developed in the last decade that assist with daily routines which are part of the Access+Ability exhibition.

E2L, who are recognised as an Ambassador for Innovation, received support from the Welsh Government's Overseas Business Development Grant to visit new territory in New York, Florida and Mexico. As a result the two products were selected by the curators of the exhibition.

The products highlighted are the Simple Music Player which can improve cognizance and lucidity and is easy to use. The Placemat for Dementia is a non-slip table setting mat for people with dementia, allowing them to carry out this daily task.

The company specialises in product design to meet healthcare needs which have often been identified to them by carers and health professionals that add to the quality of life of the patient and are easy and familiar to use.

Lyndon Owen CEO of E2L said:

"We are very proud to have been curated into this exhibition designed to showcase products that genuinely assist dementia sufferers and their families. Our product is also available in the museum shop and is a practical example of the type of product engineering E2L undertakes."

Economy Secretary Ken Skates said:

"It's great to see these innovative products, designed and produced in Wales, on show at this prestigious exhibition in New York. I'm pleased the Welsh Government is able to assist the company with raising the profile of their products overseas as they bring real benefits to people with dementia."