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**Press notice from Possum Ltd  
Possum Ltd, Aylesbury, Buckinghamshire 14<sup>th</sup> Sept 2009**

## **Possum Ltd presented with Queen's Award Employees to share in firm's outstanding business achievement**

Possum Ltd, a Buckinghamshire based company specialising in Electronic Assistive Technology for Disabled people, received a Royal visitor on Monday 14<sup>th</sup> September 2009 when Sir Henry Egerton Aubrey-Fletcher visited the company's premises at Farmbrough Close, Aylesbury, to present Possum with a Queen's Award for Enterprise for its outstanding business success.



From left to right:  
Councillor Mrs Ranjula Takodra (Aylesbury Town Mayor), Mr Richard Pushman (Chairman of Bucks County Council), Sir Henry Egerton Aubrey-Fletcher (The Lord Lieutenant of Buckinghamshire), Mr Philip Robinson (Managing Director Possum Ltd), David Lidington MP (Aylesbury), Roger Jefcoate CBE.

Image courtesy of The Bucks Herald

Possum Ltd won its Queen's Award in the Innovation category in April this year. The company specialises in the design, manufacture and installation of electronic devices which work together to enable disabled or elderly users to control their immediate environment, and was commended for achieving the Queen's Award.

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Possum applied for an Award in the Innovation category with a range of assistive technology products including the Primo! and Vivo! easy-to-use wire-free remote control units. Dependent upon the ability of the user, this home control unit can be operated either directly from the touch screen or via a specialist switch activated by various means including moving a hand, head, elbow or foot or puffing into a mouth piece. In addition to the home control units, Possum submitted the Freedom remote control telephone/intercom system and the Guarded Plate Switch.

All of these proprietary Possum products are designed and manufactured in Britain and each is highly innovative. It was also necessary to prove that the products had provided cost savings and other benefits for users over previous and competing products and were commercially successful.

At the presentation ceremony, Possum Ltd was presented with a crystal bowl engraved with The Queen's Awards Emblem as a symbol of its success as well as a grant of appointment. The company is now also entitled to use the Emblem in all its marketing and on packaging for the next five years, here and abroad.

Philip Robinson comments:

"We are absolutely thrilled and delighted to receive the Queen's Award for Enterprise: Innovation. Whilst this award has been conferred in respect of the Possum Primo! home control unit and other current products, we like to feel it represents recognition of the Company's history of innovation for almost 50 years. It also recognises all our hard work and dedication in developing solutions which provide our disabled clients with greater independence and freedom".

The Queen's Awards for Enterprise exist to champion the UK's most enterprising, creative and sustainable organisations – from all business sectors. Applications for the 2010 Awards are now being invited. Companies can apply for an Award in three categories – International Trade, Innovation or Sustainable Development. It costs nothing to enter, and The Awards are open to any UK-based business with two or more employees. For more information, visit [www.queensawards.org.uk](http://www.queensawards.org.uk)

**ENDS**

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About Possum Ltd  
Possum are the UK market leader in the development, manufacture and installation of Electronic Assistive....

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....Technology (EAT) products and services; providing practical solutions which enhance the independence and quality of life for people living with a disability. With nearly 50 years of experience in Electronic Assistive Technology, we understand and respond to the needs of our clients providing practical advice on applications for a variety of requirements.

**About The Queen's Awards:**

1. The Queen's Awards for Enterprise are the UK's most prestigious Awards for business success. There are four categories of Queen's Awards – three for business success (International Trade, Innovation and Sustainable Development) and one for individual achievement in encouraging enterprise and entrepreneurship in the UK. Companies apply for the Business Awards, but individuals must be nominated for The QAEP.
2. In April 2009, 194 business Awards were bestowed in the business categories of The Queen's Awards for Enterprise 2009. 135 companies won Awards for International Trade, 49 for Innovation and 10 for Sustainable Development. In addition, 11 individuals received The Queen's Award for Enterprise Promotion (QAEP)
3. The Queen's Awards were originally established in 1966, when they were known as The Queen's Awards to Industry. In 1976 they were replaced by two separate Awards – 'The Queen's Award for Export Achievement' and 'The Queen's Award for Technological Achievement'. A third Award was added in 1994 – 'The Queen's Awards for Environmental Achievement'. In 2000, the Awards were renamed The Queen's Awards for Enterprise, and the three categories changed to International Trade, Innovation and Sustainable Development. The Queen's Award for Enterprise Promotion was added in 2004.