

Dyson the Inventor



Dyson was established on July 8th, 1991 by Sir James Dyson. It is a British company that manufactures products used within the home, such as vacuum cleaners, heaters and fans, hand-dryers, hair dryers and hair curlers.

Their household appliances focus on using cyclonic separation technology which effectively removes dust allergens, and other particles from the air. This makes their products some of the most superior on the market, but also quite an expensive investment.

One of Dyson's most recognized products is its *bagless hoover*. James found that he became frustrated whilst hoovering and the hoover was losing suction and beginning to clog. This sparked inspiration for him to re-engineer the whole thing and the resulting vacuum cleaner is instantly identifiable all over the world.

The Dyson "signature" design can be seen across all of its products. Sleek plastic design, simple colour schemes, particularly purple, orange and grey.

The Dyson business model included raising the awareness within the public domain of Dyson's superior technology. The strapline "the Vacuum cleaner that doesn't lose suction" is one of the most memorable attempts at this. Brand recognition, reputation and differentiation from the competition were the other key elements of the customer strategy.

Before Dyson became an inventor, he studied art at the Byam Shaw School of Art and was an artist. This talent and experience enabled him to be one of the most creative inventors of all time.

Dyson even has its own school. The Dyson Institute of Engineers and Technology is different to other higher education as you receive a hands-on experience solving real engineering challenges where you will be responsible for live projects.