

# 4 | New products

## Learning objectives in this unit

- Talking about new products and the stages in their development
- Talking about the development of products using the past simple
- Showing interest
- Giving a report

## Case study

- Re-launching an exhibition centre

## Starting point

- 1 What new products can you buy at the moment? Think about the following areas.
  - electronic gadgets
  - food and drink
  - health and beauty
- 2 How do companies create new products?
- 3 What makes a product successful?
- 4 Do you often try new products or do you usually keep to one brand?

## Working with words | The development process

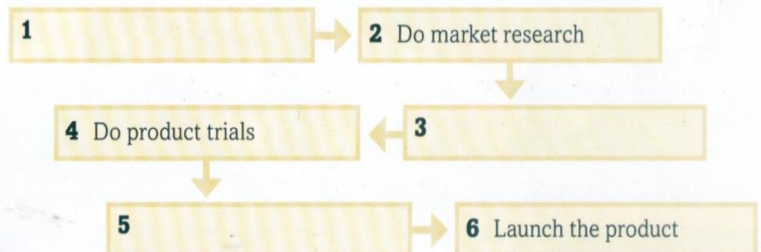


**1 18>** Listen to an interview about the development of a range of clothing, Fat Face, and answer the questions.

- 1 Where were the two friends working?
- 2 Why did they start making T-shirts?
- 3 Where did they print the T-shirts?
- 4 Why did they call the company Fat Face?
- 5 How do they describe their product?

**2 18>** Complete the flow chart for the development of Fat Face with the words from the list. Then listen to the interview again and check your answers.

*brand the product    design the product    have the original idea*



**3** Work with a partner. Discuss why each stage in **2** is important.

*Example: You do product trials to find out if the public like the product.*

**4** Look at texts 1–4, which describe four new products. Match the texts to pictures a–d.



a



b



c



d

1 A **well-designed** piece of office furniture. Comes with very **user-friendly** assembly instructions.

2 A simple and **functional** item. Frequent travellers like it as it is **compact** and can fit easily into a washbag or overnight bag.

3 Travel in style with this brand new **stylish** and **attractive**, yet **practical**, item.

4 If you haven't already made the switch, do it now, if only because it's more **economical**.

**5** Match 1–8 below to definitions a–h.

- |                     |                                   |
|---------------------|-----------------------------------|
| 1 practical ___     | a costing less to run             |
| 2 economical ___    | b easy to use                     |
| 3 attractive ___    | c fashionable and good to look at |
| 4 functional ___    | d useful                          |
| 5 stylish ___       | e small                           |
| 6 user-friendly ___ | f useful with little decoration   |
| 7 well-designed ___ | g beautiful                       |
| 8 compact ___       | h planned and made well           |

» For more exercises, go to **Practice file 4** on page 108.

**6** Work with a partner. Take turns to describe different products you have or use, for example your mobile phone, car, coat, bag, or PC.

*Example: My car wasn't cheap, but it is very economical because it doesn't use much petrol.*

**7** Work in a small group. Your company is launching a new product or service. Describe this product or service to your group, using the ideas below to help you.

- product or service brand
- product or service development
- description of the product or service

» Interactive Workbook » Glossary

**Tip** | *cheap* or *economical*

*Cheap* means that something does not cost very much. *Economical* means spending less on something over a period of time.

# 4 | Practice file

## Working with words

1 Complete the text by finishing the words.

### Masai Barefoot Technology

The Swiss engineer, Karl Muller, had the <sup>1</sup> *original idea* for MBTs when he noticed that walking in Korea with no shoes helped his back pain. Back in Switzerland he started experimenting with shoes that copied barefoot walking. He did some <sup>2</sup> *m* \_\_\_\_\_ *r* \_\_\_\_\_. After ten years, he completed the <sup>3</sup> *d* \_\_\_\_\_ of his first shoe, the Schritt Masai (Masai Step), but he did many more <sup>4</sup> *p* \_\_\_\_\_ *t* \_\_\_\_\_ before it went on the market. When he was satisfied he <sup>5</sup> *b* \_\_\_\_\_ the *p* \_\_\_\_\_ with the name of an East African tribe, the Masai, who are well known for running barefoot through the bush. He <sup>6</sup> *l* \_\_\_\_\_ the shoes in 2000 and sold 20,000 pairs that year. Since then, Karl Muller has sold over a million pairs of MBTs in 20 different countries in the world.

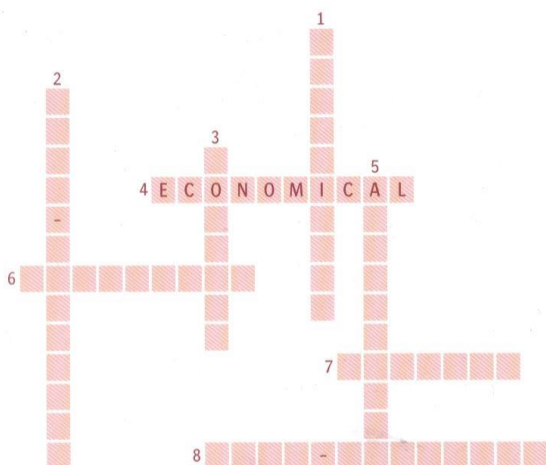
2 Complete the clues to the crossword. Then use your answers to complete the crossword.

### Clues across

- Our carpooling system is much cheaper for the staff. It's more *economical*.
- Our new car is much easier to park. It's very \_\_\_\_\_ for driving in the centre.
- The new reception area looks more modern. It's quite \_\_\_\_\_.
- They took a long time planning the new model. It's very \_\_\_\_\_.

### Clues down

- The new office furniture is exactly what we needed. It's very \_\_\_\_\_.
- The operating system on my computer is easy to use. It's very \_\_\_\_\_.
- Jack's new PDA fits in his pocket. It's quite \_\_\_\_\_.
- I really like our new uniforms. They're really \_\_\_\_\_.



## Business communication

1 A catering company has done some research into buying a new marquee. Put the sentences in the report about the research in the right order.

- The purpose of our research was to find a new marquee to replace our old ones. We wanted
- Finally, we interviewed the customer and our employees. We asked
- our technicians what they thought of the marquee. We found
- that the T-system was easier to pack and transport than our old ones.
- to the Sales Director who agreed to let us have one on trial.
- Why did we choose the T-system Marquee? Because of its spacious design.
- Then, we took the marquee to our next venue and put it up.
- First, we contacted Bond Fabrications which produces marquees. We spoke
- to find out how easy the marquee would be to transport.

2 A restaurant has done some research into buying new uniforms for its staff. Complete the report about the research using the phrases below.

- Finally We found that We wanted  
Then Why do we need We spoke to  
First The purpose We asked customers and staff

I'm here to report on our research into companies that make staff uniforms.

<sup>1</sup> *The purpose* of our research was to find a company that creates original designs at a reasonable price.  
<sup>2</sup> \_\_\_\_\_ to find the best company to design our next set of uniforms.  
<sup>3</sup> \_\_\_\_\_ new uniforms?  
 Because customers have complained about the appearance of our serving staff, <sup>4</sup> \_\_\_\_\_, we made a list of all the possible companies we could find.  
<sup>5</sup> \_\_\_\_\_, we chose the top three companies. <sup>6</sup> \_\_\_\_\_ the Sales Department of each of the companies and asked them to send us a sample design.  
<sup>7</sup> \_\_\_\_\_, three members of staff wore the samples in the restaurant for a week.  
<sup>8</sup> \_\_\_\_\_ for their opinion of the uniforms. <sup>9</sup> \_\_\_\_\_ the most popular uniform with customers was the one designed by Business Style because of its bright colours and modern design. The staff also preferred this uniform because it was comfortable and easy to wash.

## Language at work | Past simple

- 1** Work with a partner. Look at pictures 1–4 and match the inventors with inventions a–d.

|   |  |   |   |
|---|--|---|---|
|  |  |  |  |
| <b>1</b> Tim Berners-Lee ____   | <b>2</b> Sabeer Bhatia ____  | <b>3</b> Otto Wichterle ____  | <b>4</b> Martin Cooper ____   |

- a 1961 Contact lenses      c 1991 World Wide Web  
b 1973 Mobile phones      d 1996 Hotmail

- 2** 19▶ Listen to the beginning of a radio programme about inventors and check your answers.

- 3** 20▶ Listen to the second part of the radio programme and answer the questions.

- 1 What did Sabeer study in California?
- 2 Where did he get his first job?
- 3 Who did he meet there?
- 4 Why did Sabeer tell Jack to hang up his cell phone?
- 5 Why did they call the service 'Hotmail'?
- 6 How much did their first sponsor invest in their idea?
- 7 When did they launch Hotmail?
- 8 How much did Microsoft pay for Hotmail?

- 4** Look at these sentences about Sabeer Bhatia and match them to the rules about the past simple.

- 1 He arrived in the USA in 1988.
- 2 He didn't finish his doctorate.
- 3 He sold the company in 1997 for \$400 million.
- 4 Why did he leave Microsoft?

Use the *past simple* to talk about finished actions in the past.

a The *past simple* form of regular verbs ends in *-ed*.

*Example:* \_\_\_\_\_

b The *past simple* form of irregular verbs does not end in *-ed*.

*Example:* \_\_\_\_\_

c The negative is formed by using *didn't* with the infinitive of the main verb.

*Example:* \_\_\_\_\_

d In questions we generally use *did* + subject + infinitive of the main verb.

*Example:* \_\_\_\_\_

### Tip | pronunciation of regular past *-ed* endings

The *-ed* ending is only pronounced as an extra syllable when the final sound of the infinitive is /t/ or /d/.

*need* – *needed*  
*decide* – *decided*  
*want* – *wanted*  
*invite* – *invited*