

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

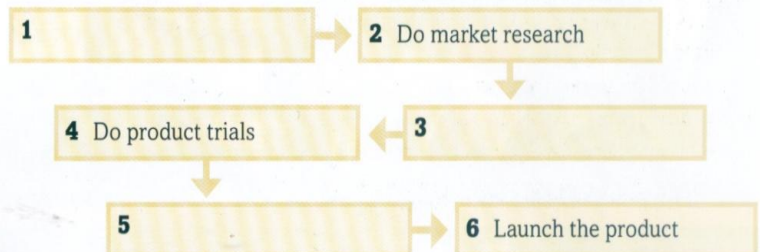


1 18> Listen to an interview about the development of a range of clothing, Fat Face, and answer the questions.

- 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.

