

CW Applied Technology

CW Applied Technology is a dynamic business offering Design, Manufacturing and Distribution services to facilitate successful electronic and/or IoT-enabled innovation. Our business model operates as a Design-Thinking Partnership, collaborating with relevant entrepreneurial partners from around the globe. In fact, the CW in our name stands for Collaborate to Win – emphasising our focus on working in a highly collaborative way to produce outstanding service.

We're no ordinary design house. We can manufacture prototypes and volume as required, and we see ourselves as very much an R, D & D house – Research, Development and Demonstration.

In 2020 we began to expand our business with the launch of our very first owned-product. The Muv-X UV room steriliser was developed in response to a cry for help during the Covid-19 pandemic, and was subsequently followed with additional products: the Muv-XL and the Brandston Upper-Room UVC unit.

Our Story

Creating the future – rather than just talking about it – is what drives us. Our multi-disciplinary team has many years of experience in electronic product design; both in function delivery and in aesthetics.

CW Applied Technology (Shannon) Ltd came into being as a result of a Management Buyout from Connor Winfield Ltd in June 2015, but it had its roots in the 15 years that proceeded that date both in terms of skills and values. During the era of Connor Winfield Ltd, we had focused primarily on the design, manufacturing and sales of high-precision components and modules in the timing field of telecommunications. In the years since the management buyout, we have worked on innovation across a broad sweep of industries; servicing clients from blue chip companies such as Bentley to small start-ups, and many more in between. By collaborating with this broad range of companies we have developed detailed design and engineering solutions for a breakthrough suite of products, and have gained a vast skillset and knowledge base in technologies such as sensors, chipsets, motors and more, which lends speed to product development.

Our Values

We are a servant organisation, existing to serve our customers' manufacturing and/or design needs. We aim to achieve the highest levels of quality, speed of response and clarity of communication in the service of our customers.

Below are the values that are communicated to each of our staff members as the CW Applied Technology way of life.

- Our people are the most important part of our business. Everything we do is personal.

- We will always ensure integrity and honesty in all our dealings with each other, our customers and our suppliers.
- If you make a promise, set a date. No date, no promise. If you set a date, meet it. If you can't make a date, tell us early and often - Plan B well prepared is a better strategy than hope.
- Clean up your own mess. Clean up other people's messes.
- Over-communicate.
- Question assumptions and strategy, but never question goodwill, effort or intent.
- Describing and discussing in the abstract is what we do.
- Big projects are not nearly as important as scary commitments.
- If what you're working on right now doesn't matter to the mission, help someone else with their work.
- Make mistakes, own them, fix them, and share the learning.
- Always be seeking improvement. A 2-second process improvement is a better way of working.
- Fix what bugs you. Improve everything!
- Lock in the things that must be locked in, leave the implementation loose until you figure out how it can get done.
- Mostly, we are doing things that haven't been done before, so don't be surprised when you're surprised.
- Care more.
- Today is the toughest day you will ever work here.
- Talk to everyone as if they were your boss, your customer, the founder, your employee. It's all the same.
- It works because it's personal.