



Making human
care easier.

HOWARD WRIGHT™ CARES
Medical Beds & Stretchers

Purpose & Philosophy



Our commitment to excellent design never ends when we can improve people's lives and work.

Since Howard Wright founded the company in 1963, we have quietly become a leading specialist in the design, manufacture and distribution of medical beds and stretchers.

This has been achieved by having a simple purpose "to make human care easier" and a philosophy of continuous improvement.

The increasing average age of nurses, higher patient weights and the importance of occupational health and safety combined with pressures for even greater workplace productivity are challenges we share with healthcare providers.

Our research with users has shown they need solutions that are practical, innovative and intuitive. At Howard Wright, we are providing these solutions.

“With Howard Wright you are supported by a team of people who care.”

Bruce Moller CEO

Every day we ask ourselves, how can we make a difference?

We have applied continuous improvement to all activities, making processes and performance highly visual and creating an atmosphere which values free thinking. Ideas are captured and refined constantly.

For us, teamwork and creativity go together. Within our new environmentally conscious facility in New Plymouth, New Zealand, we have an informal yet professional outlook. When skilled people engage with a clear purpose, they contribute on all levels.

There is a sense of a close working partnership and mutual respect between our staff and customers. Everyone benefits from the organisational and design efficiencies that result.

Design Approach



Design is research and development. For our R&D Team, it's all about understanding human problems and finding a solution. At Howard Wright the people who design the products do the research. We work alongside all users of our products from nurses and patients through to maintenance technicians. Listening to, questioning, observing and discovering ways our products can make their lives and work easier.

How and where care is provided influences the way we innovate. It can be one small clever modification that makes a giant leap in comfort or manageability.

All design development and prototyping is tested to international standards, working closely with the Operations Team.

In our model shop we can test ideas quickly and frequently. It means our full prototype models are more comprehensive and complete, so we can efficiently release a product that is right first time.

Every Howard Wright product is influenced by our design values. We term this Simple, Smart and Human:

Simple. Practical
Smart. Innovative and elegant
Human. Intuitive and empathetic

Our design approach has resulted in a range of medical beds and stretchers which are easy, safe, efficient and enjoyable to use.

“The R&D Team is motivated by user empathy. The more we ‘look’ through our users’ eyes the better our understanding and insights. Our products are simple, smart and human.”

Anthony Batley Research & Development Manager

Operations



Exceeding our customers' quality expectations is paramount to the Operations Team at Howard Wright.

Whether it is improving tooling, developing new processes, streamlining factory workflow or training to work smarter and safer, the philosophy of continuous improvement always applies.

“The look and operation of our manufacturing facility reflects the care that is taken in putting together every product. Everything is spick and span.”

Quentin Astwood Maintenance & Tooling Engineer



Because caring about what we do is second nature at Howard Wright, we put a lot of effort into making any supply chain interaction a simple, reliable and friendly experience for our customers.

We never shy away from a challenge, because our attitude is “we can do this, we can make it work” and we do.

“Being a design-led company with original thinking is exciting. Every new product we supply we know makes human care easier.”

Graeme Mitchell Customer Services Manager

Environment



Howard Wright cafeteria within view
of Mount Taranaki. Our spacious
setting inspires fresh thinking.

HOWARD WRIGHT™ CARES

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