

# The Argus

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What Katie did next... but is it true love?

# PARKING CHARGES TO GO UP AGAIN

by TIM RIDGWAY

PARKING charges in Brighton and Hove city centre will rocket by up to 25%.

The city council, which raked in £7.4 million profit from motorists last year, is set to agree a range of changes to its tariffs.

Drivers in the city, who already face the highest parking costs outside London, claim they are being treated as a "cash cow". The charge which will be introduced in April, will contribute about £320,000 to next year's council budget.

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16-20 FEBRUARY

hairspray

SEE FOR

**'Magic material' for sportsmen proves to be a big success**

# The shock of the new



NHS: Sir David Nicholson, third left, with members of the trauma team

## NHS staff win praise from chief

Head of the NHS has paid tribute to hospital staff for their efforts in coping with services going down during the weather ground Sussex to a

David Nicholson spoke to staff at Royal Sussex County Hospital in

Brighton during a visit this week. He said: "I'd like to thank staff here at Brighton and Sussex University Hospitals and across the region for their fantastic work in caring for patients during the recent bad weather."

FOR rugby players, footballers, snowboarders and many other sportsmen life has just got a lot less painful - and it's all thanks to inventor Richard Palmer.

The Hove-based designer has been hailed as one of the most important innovators in sport after creating a "magic material" called d3o.

The goo-like substance turns hard on impact, turning soft items it is contained within into strong protective layers for whoever is wearing them.

It means comfortable hats can become life-saving crash helmets, goalkeepers' gloves can reduce the sting of fast flying footballs and rugby body-armour can give players protection against tackles from 18st opponents.

Now what started out as a labour of love for Mr Palmer, who wanted to make his own snowboarding trips less painful, has become a fast-growing industry, with demand from dozens of major sports brands.

He came up with the material by experimenting with existing "shear thickening fluids", toying with them in a Sussex laboratory until he found a way to contain and shape them into a usable form.

His 17-strong company, based in Hove Park Villas, has now supplied

by **ANDY CHILES**

the US and Canadian Winter Olympic teams, as well as companies including Berghaus, Quiksilver, Burton snowboards, Schoffel, Spyder, Head and Caterpillar. It is estimated to have prevented or reduced the severity of injuries for hundreds of people each year.

The company has supplied d3o to be used in protective cases for iPods and has now been approached to design equipment for the military.

Mr Palmer said he wanted it to become the "intelligent shock-absorption" equivalent of Gore-Tex, the breathable waterproof material used for many outdoor clothing products.

He said: "There is more scope for how to use it than we can keep up with at the moment. We keep coming up with ideas and having to then tell ourselves that we need to concentrate on what we've already got in production."

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**INNOVATOR:**  
Richard Palmer

See a video of d3o in action at [theargus.co.uk](http://theargus.co.uk)



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