



Innovations | Financial Mail | Summit TV | Net Assets | Business Day | FM Campus

Advertising

ADFOCUS
ADVERTISING, BRANDING, DESIGN, MEDIA, PR & MARKETING

Register Log In
Subscribe Advertise

Search

Issue Archives

RUN SEARCH ▶

The best weekly financial read in SA. As a subscriber you get online access to the new edition on Thursday morning. Register online with your subscriber number.

Sections

- Cover Story
- FM Fox
- Money & Investing
- Features
- FM Life

REGULARS

- Editor's Note
- Editorials
- Technology
- Opinion
- People
- Letters
- Did You Hear?
- Another Week
- Economic Indicators
- Gordon Institute of Business Science (PDF file)
- Black Fund Managers (PDF file)
- Click here for full list of past special reports

Annuals

- AdFocus 2009
- Top Companies 2009
- Ranking the Analysts 2009
 - The Little Black Book
 - Budget 2009
 - Top Empowerment Companies 2009

Careers

Top Jobs

Online Courses

- Winning Tenders
- Strategic Empowerment
- Virtual Books

Resources

- Help
- Search
- Subscribe
- About FM
- New Web Users
- Log in
- Past Issues
- People Index

PEOPLE



23 February 2007

REAL PEOPLE DOING UNREAL THINGS
Jacketed in a jiffy

By Shannon Sherry

PRINT THIS ARTICLE EMAIL TO A FRIEND

Roelf Sandilans-Mulder (47) is MD of... XYZ (pronounced "dot dot dot x-y-z"), an industrial design company known for coming up with innovative products. But its latest is getting wider attention - a high-speed condom, which can be slipped on in a fraction of the time normally taken to suit up.

"The idea of a condom applicator has been in the public domain for quite a while," he says. "But having the idea for a product is not the same thing as actually inventing it."

It took six years of working on solutions, involving the analysis of materials and anatomical factors, to come up with the high-speed condom.

Though there are other designs that he is proud of, Sandilans-Mulder agrees that the high-speed condom has generated by far the most publicity and interest in his company.

"It tickles people's fancy and their fantasies. Everybody sits up and listens. It is so real in most people's lives."

He says the time taken during the break in sexual activity necessary to unwrap and put on a condom is one of the main reasons that people sometimes do not use them.

The condom is as easy to don as a sock and has the added advantage of remaining untouched by hands while being put on, thereby ruling out another possible cause of infection.

Unfortunately, the latest improved version of the condom is not yet available to the public, but Sandilans-Mulder is hopeful that an announcement about its availability will be made soon.

"If funding had been available it would probably have been on the market long ago," he says. "I have put lots of energy and money into working on the idea, but I haven't seen a cent come back yet."

Though there are other "exciting" designs in the pipeline, Sandilans-Mulder says he can talk only superficially about them at this stage. One is a fully electric vehicle being worked on in SA in collaboration with an international designer. Another is modular traffic lights which are easy to erect and to re-erect when cars drive into them.

The company also markets designs by people who "come in off the street", he says. One such design was for "torch tongs" - braai tongs with a torchlight in the middle - which was brought to the company by two women. Designed in SA, the tongs are now made in China and sell mostly in the US.

"By making products you create opportunities," he says. "I'm very positive about SA's future because there are lots of opportunities."

Sandilans-Mulder - Industrial designer

THE UNREALITY CHECK

■ The "high-speed" condom has made it to the finals of the Design Indaba's prestigious "Most Beautiful Objects in SA" competition

■ The inventor's ambition is to retire and paint, but he has put that off for the future

■ He has worked on the high-speed condom for six years, analysing materials and anatomies

In collaboration with an international designer he is also working on a fully electric vehicle in SA



Learn new skills and tower above the rest

Invest in yourself with **Financial Mail** and **Business Day.**

- [Advertising Rates](#)
- [Advertise](#)
- [Online Adrates](#)
- [Online Advertising](#)
- [Contact Us - email](#)
- [Contact Us](#)
- [BDFM BEE credentials](#)
- [FM Essentials](#)
- [Career Junction](#)

Virtual Books

- [Marketing in SA](#)
- [Business Finance](#)
- [HR Management](#)
- [Simply Successful Selling](#)
- [Intro to Company Law](#)
- [Cyberlaw](#)
- [Management & Treasury](#)
- [Operations](#)

Past Issues

Select Past Issue

We bring you
VirtualBook[®]
self-study
multimedia CDs
to help you
master
your field.

[CLICK HERE](#)



BDFM Publishers (Pty) Ltd disclaims all liability for any loss, damage, injury or expense however caused, arising from the use of, or reliance upon, in any manner, the information provided through this service and does not warrant the truth, accuracy or completeness of the information provided. The publisher's permission is required to reproduce the contents in any form including, capture into a database, website, intranet or extranet.
© BDFM Publishers 2010

