

# A simple story of British design genius

How do you know which drill bit to use so that the plug will fit properly? Here's a story of how British design genius has just changed DIY forever.



Most of us are not born to do DIY. The words cutting, screwing, drilling, fixing bring dread to our soul. My own home bears the ugly scars of years of botched jobs, angry domestic reprisals and urgent calls to a local handyman.

One of the scariest tasks to face the DIY incompetent is drilling holes, fixing plugs and inserting screws into walls. The tasks are laced with the potential for disaster: which drill bit to use? Will it be the right size bit for the almost-certain-to-wobble plug? How far to drill in so that the plug fits snugly into place?

At the core of the drill-plug dilemma is knowing which drill bit to use so that the subsequent plug slots neatly into its new home.

Now, in a stroke of British inventive genius worthy of the greatest British designers, the problem has been solved forever.

The Norfolk-based inventors of the **Drillbitkit** have applied a stunningly simple piece of design logic to the conundrum, and come up with the perfect solution. And here, in a world exclusive, it is....

By Matthew Rock

24 July 2012 @ 16:03.

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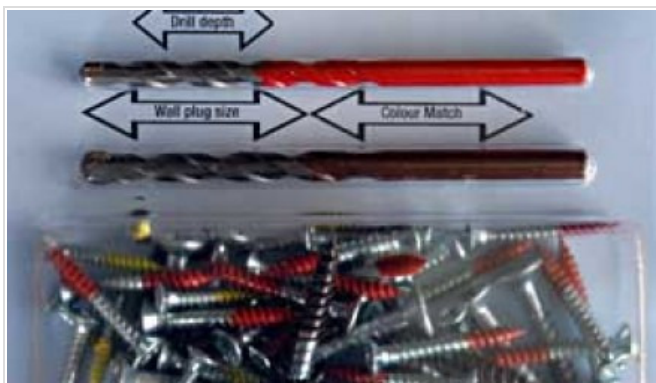
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26 July 2012 @ 13:30

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The logic is so perfect, it's breathtaking. By colour-coding the drill bits according to their required plugs, the problem of mismatched holes and plugs disappears into DIY history.

To make the invention even more bewilderingly wonderful, the colour coding goes up to the required depth for the plug, so you also know when you've done enough drilling. Genius again, which you can see in action on [Youtube](#).

The **Drillbitkit** was created by Norfolk builders Chris Irons and Eddie Stone (of Irons & Stone Restoration) who had the inspiration while working on a remote church deep in the Norfolk countryside. The **Drillbitkit** was, quite rightly, commended at this year's **HP Smart Business Awards**.

For my money, it should be up for a Nobel Peace Prize.

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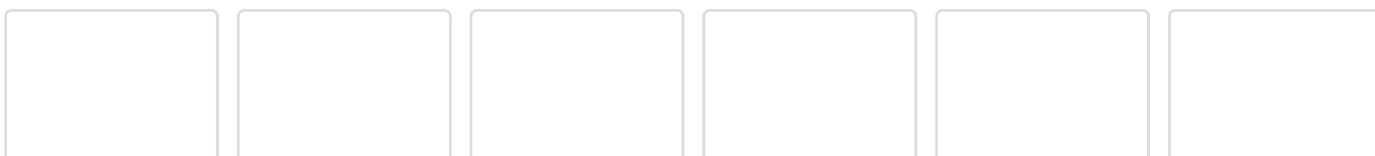
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