



Spring 2005

## MedilinkWM - The Numbers Tell The Story

The Medilink West Midlands Team went into 2005 with an enormous challenge: to convince West Midlands companies that the service they had been receiving free-of-charge for two years was worthy of a nominal fee. And prove it we did!

Over 100 organisations have not only signed up as members of Medilink West Midlands for the 2005-2006 membership year, they have paid their membership fee!

"We were overwhelmed with the number of companies who didn't even have to think about the decision to pay their membership fee, they just said YES right away," noted Membership Supervisor, Amy Smith.

"And it was fantastic to receive the positive feedback from companies expressing their appreciation for the introductions we had made for them, the proactive commitment to help generate business and the quality of our events."

The membership drive began the week before and culminated at the local medical component trade show, MDT2005. MedilinkWM once again had a large presence at the show, promoting its membership drive along side the products and services of West Midlands companies.



"Because of MedilinkWM's large presence at the MDT2005 show it naturally becomes a "hub" of media and visitor activity," notes Commercial Director of Biocote, Matthew Harte. "Biocote took space on the MedilinkWM stand and was impressed with the number of introductions and sales

leads generated from this experience. It just reinforced our decision to join MedilinkWM as a paid member."

MedilinkWM was extremely successful in garnering television and radio coverage for its members during the show due to the diligent work of Metropolis 2, a creative marketing communications company and Medilink West Midlands member. Sales leads from the MDT2005 trade show have been sent directly to the relevant members, along with reminders of actions or introductions made during the show.

And now with the successful membership drive behind us, the MedilinkWM Team is busy seeking new opportunities to promote our members' products and services, and to grow their businesses!

## Medilink UK Created



A ground-breaking meeting was held in BioCity last December. Members of each of the Medical Device support organisations in the UK came together under the Medical Device Faraday Federation banner to discuss future collaboration.

The following organisations were represented at the meeting: BioBusiness Northern Ireland, London Medinet, Medical Devices Faraday Partnership, Medical Devices in Scotland, Medilink East, Medilink East Midlands, Medilink North West, Medilink West Midlands, Medilink Yorkshire & The Humber, MediWales, RTC North, and Southern Medical Alliance. The group were also joined by John Wilkinson of the ABHI and the South West RDA who are looking to set up a Medilink-type organisation.

The meeting agreed that the principle of representation of the regional networks by a National representative should be progressed. The National representative body is to be called Medilink UK and will have its own logo and web site. Subsequently, the first Medilink UK Chair was voted in - our very own Tony Davis!

Medilink UK will also provide a platform for future regional collaboration and a mechanism for seeking national funding, potentially in conjunction with other parties.

## Surgicraft Signs Exclusive STALIF™ Distribution Agreement

An exclusive five year distribution agreement has been signed with DePuy Spine EMEA, a Johnson & Johnson company, for Surgicraft's stand alone anterior lumbar interbody fusion device, STALIF™, for the Europe, Middle East and Africa regions.



"The signing of this distribution agreement will allow Surgicraft to continue to focus on developing in collaboration with surgeons further new spinal technologies and seek further partnership with leading global companies," commented Peter Dines, Surgicraft's Managing Director.

"This coincides with the effective launch of the US version of the STALIF™ into the American market following its FDA approval."  
[www.surgicraft.com](http://www.surgicraft.com)

## Products All "A-GLOW" After Innovation Panel

Grant Taylor of Innovative Business Solutions (IBS) 2000 participated in MedilinkWM's innovation panel to identify medical market applications for a new non-radioactive glowing material.

He explained to the panel that the technology, which uses photo-fluorescent crystals, is an additive which has been developed so that no modifications to production machinery are required, and it has been proven safe for use with medical-grade polymers, inks and textiles - and has been tested to BSEN 71 part 3 (safety in toys).

This glowing technology has already been used commercially for a range of Swiss army knives, diving torches, several emergency products, and now in the first glowing asthma inhaler cap.  
[grant\\_taylor2000@yahoo.co.uk](mailto:grant_taylor2000@yahoo.co.uk)



## MedilinkWM Events

### Members Get Exposure at MDT

"Sales leads, exposure to target customers, and networking - combined with the energy and expertise of the MedilinkWM team - made my participation at MDT invaluable," noted Tim Jones of Clamason after the tradeshow in February at the NEC.

Clamason was 1 of 3 member companies taking advantage of the MedilinkWM offer to exhibit on our stand during the show, and benefit from our marketing and press programme which ultimately garnered television and radio coverage.

"By being a part of the MedilinkWM stand the team actively encouraged appropriate companies to talk with me about using metals as an alternative to plastics in medical device applications, they acted as an extension of our sales team," Tim continued.



Medilink West Midlands is expanding its prominence at next year's show and will be creating a stand geared toward selling the products and services of its members to the visiting OEM companies.

"This year we had to have a dual focus: our membership drive and promoting our member companies," noted Michelle Dalton, Communications Manager, MWM. "With the success of the drive we can now really focus on creating a platform for helping our member companies sell their products. We have some very creative ideas of how to do this, and by starting the stand building process now we will ensure HIGH IMPACT for our members."

To be a part of the Medilink West Midlands stand at MDT 2006, contact Michelle directly. The stand is already half-full so you'll need to hurry.

### Medical Device Quality & Regulatory Requirements

This seminar consists of introductory level presentations for those new to medical device regulation, or those in need of an update to ensure they are aware of recent changes in the European Union or United States. It is suitable for all medical device employees but particularly so for those in design, engineering, manufacturing, quality or regulatory affairs.

The day will include coverage of CE marking basics, review of the Medical Device Directive, basics of the FDA and how to pass FDA factory inspections, ISO 9001:2000 and other requirements, and insight into validation for design, process, product and software.

19 May 2005 8:30am - 3:30pm

International Manufacturing Centre, Warwick University

£100 fee (£75 MedilinkWM members)

Reserve your place online at [www.MedilinkWM.co.uk](http://www.MedilinkWM.co.uk) or by calling 01902 424 001.

"I learnt that the NHS has a far more commercial outlook and a positive approach to innovation than I originally suspected - it is willing and happy to support small businesses with this process as it recognises that small businesses play an important part in the introduction of new ideas."

*Simon Checkley, e-Medix, commenting on the recent Accessing the NHS Event held at the Birmingham Women's Hospital*



### Meet The Editors

"This was an excellent way of gaining insight into what editors are looking for when it comes to gaining exposure and press coverage in their magazines." Traciean Richards, Norgren

In January, ten member companies joined Annie Ellerton, Editor of 'Medical Device Technology' and David Stephenson, Editor of 'Inside Hospitals' for an interesting insight into what they are looking for when making their decisions on editorial coverage.

Each journal had a different target market - an OEM target audience for Medical Device Technology and end users within the NATN, ICNA and ISSM membership for Inside Hospitals. This was an informal round table discussion over lunch, and a great opportunity for MedilinkWM members to pose their question to experts, learn more about ways of promoting their companies and meet and network with other MedilinkWM members.

### Get Your Innovations Evaluated Here

Medilink West Midlands is running its popular Innovations Panel again on 27 May at the Wolverhampton Science Park. This is an excellent opportunity for any member company to demonstrate its product/service and have a frank and honest discussion with a wide range of experts in this sector about the commercial viability and market potential.

We recruit panellists who are doctors and nurses, manufacturers and marketers, consultants and funders, so the feedback is specialised and relevant.

Only 6 time slots are available for presentations - so book your place now on [www.MedilinkWM.co.uk](http://www.MedilinkWM.co.uk)

### Goodbye Barbara, For Now

Our lovely, charming and talented (not to mention efficient) event planner, Barbara Wild, has left Medilink West Midlands in search of new adventures in the Worcester countryside. With the imminent arrival of a new grandbaby, and the possible retirement of her husband, Barbara decided to take some time off to be available for her family, but has promised to keep tabs on us and return to help with future MWM events whenever needed! So on behalf of the members and staff at Medilink West Midlands ... thank you for all of your hard work, Barbara!





## MedilinkWM Members

### Norgren

For over 25 years Norgren has supplied specialised pneumatic and electronic equipment.



The company understands the specific legislation and material compatibility requirements of the medical sector. With clean room facilities in Europe and USA, Norgren is well placed to meet the demanding requirements of the industry. Norgren's Global Medical Science Group work hard to understand its medical customers and their end user business needs and processes. Their products can help OEM's meet their goals by:

- Optimising space available
- Reducing dead volume
- Improving pressure and flow control
- Reducing leakage

Email: [enquiry@norgren.com](mailto:enquiry@norgren.com)  
Web site: [www.norgren.com](http://www.norgren.com)

### Advena Ltd. Leominster



Established more than 9 years ago this international medical device consultancy company operates from Leominster and offers advice in all areas of technical and regulatory affairs, quality systems, registrations, and training. Managing Director John Adcock has worked in the medical device industry since 1982 and has developed expertise in regulation since before the inception of the current EU Medical Device Directives. The company is now in the forefront of comprehending the impending changes to these regulations that will eventually concern all manufacturers. Initial advice is always freely available, phone, fax or email.

Telephone: 01568-620080  
Email: [john@advenamedical.com](mailto:john@advenamedical.com)  
Web site: [www.advenamedical.com](http://www.advenamedical.com)

## Members Get New Logo

The Medilink West Midlands logo has become synonymous with quality - and now members have the opportunity to proudly display their association with their very own MEDILINKWM MEMBER logo! Include it on letterhead, marketing material and web sites to increase your visibility and credibility within this high profile sector.



## 2005-2006 Members of Medilink West Midlands

A K Industries Ltd  
AAI (All About Image) UK Ltd  
AddMaster UK Ltd  
Advanced Therapeutic Materials Ltd  
Advena Ltd  
Airology Systems Ltd  
Albion Spring Co. Ltd.  
Amec Group Ltd  
Appleyard Lees  
Applied Functional Materials Ltd  
Arrow Medical Ltd  
Associated Hospital Supply Ltd  
Autoform  
BAS Analytics Ltd  
Berck Ltd  
Bevan Brittan  
Binding Site, The  
BIOAXXES  
Biocote Ltd  
Boyd Networks Ltd  
Calthorpe Estates  
Clamason Industries Ltd  
Cleanroom Design and Construction  
Connector Ltd  
Consultancy Services Technology Ltd  
Coventry City Council  
Crown Plastic Mouldings Ltd  
Cuxson Gerrard & Co Ltd  
debac (UK) Ltd  
Delcam Plc  
Eco-Logic (UK) EMPS Ltd  
e-Medix Ltd  
Firsthand Design Ltd  
Fusion (Burntwood) Ltd  
Group 3 Technology Ltd  
Gulmay Medical Ltd

GVR Products Ltd  
Hemax Health Care  
Holidoze Ltd  
Hygieia Pharmaceuticals Ltd  
IBS 2000 / Dual Glo Ltd  
Innovatek Medical Ltd  
Intelligent Medical Microsystems Ltd  
InterAlign Organisation Ltd  
Keele University  
Kempson Associates  
Key Forensic Services Ltd  
Kimal plc  
Knight Industries  
Light Impressions  
MacLeod Media Services  
Marshall Contracts Ltd  
MCS Medical  
Medec  
Medical Device Innovations (Mdi) Ltd  
Medical Devices Technology  
International Ltd (MDTi)  
Mediwatch Plc  
Metropolis 2 Ltd  
MidTech  
Midven Ltd  
Minivator Ltd  
Modular Automation International Ltd  
Molins ITCM  
Motion Analysis Research &  
Rehabilitation Centre (MARRC)  
NCC (UK) Ltd  
Nexus DMS Ltd  
Nordic Solutions Ltd  
Norgren  
Oliver's Army Ltd  
Osteopathic Supplies Ltd / Medicet

OTS Ltd (OTStores)  
P.L. Murphy Consultancy Services Ltd  
Pathogen Solutions Limited  
Primax Surgical Limited  
Product Support Ltd  
Q2 Ltd  
Qualtar Limited  
R & M Consultancy  
RB Medical Engineering Ltd  
Richard Allan Medical Industries (UK)  
RSP Seating and Sensors  
Science Shop, The  
SDD (Seat Design & Development)  
Sekatech Ltd  
Serchem Ltd  
Signature Aromas Ltd  
Sira Biomedical  
Smallfry  
SRS Technology Ltd  
ST Solutions Ltd  
STD Pharmaceutical Products Ltd  
Stephen Jeffreys Associates  
Surgicraft Ltd  
TC Keight (PE) Ltd  
Technology Service Associates  
Tecno Gaz 2003 Ltd  
Titanium International Ltd  
Tracer Measurement Systems Ltd  
Transform Products Limited  
University of Birmingham  
Warwick Manufacturing Group (WMG)  
Warwick Sasco Ltd  
Welconstruct Distribution  
White Medical



## MedilinkWM Members

### Kimal Wins Frost & Sullivan Customer Service Award

Kimal plc, a premier provider of healthcare solutions to the UK and a major player in the global healthcare market, recently received the Frost & Sullivan Award for Customer Service Leadership.



International industry consultants, Frost & Sullivan, whose specific mission is to publish world-class information on emerging high technology and industrial markets, awards top companies who demonstrate diligence and innovation in an increasingly competitive global marketplace.

Bromsgrove-based Kimal, which is also celebrating its 40th anniversary this year, has been praised by Frost & Sullivan for its outstanding customer service and relations. The company provides almost 600 different types of specialised medical packs to meet the needs of the medical profession, in particular within the areas of cardiology, radiology, critical care, renal disease and oncology. The Frost & Sullivan panel of judges cited the company's willingness to work in partnership with both suppliers and end-users.

Over the past ten years Kimal has built close business relationships with leading companies such as Namic and Kimberley Clark. It has also worked with its customers to

### £10,000 Cash Prize For Start-Up Technology Company

The Faraday Partnerships are running a competition for early stage technology start-ups or spin-outs in search of a first round of investment, and which have engaged in some way with a Faraday Partnership in their sector. The programme is the 'investment readiness training' and there is a cash prize of £10,000 plus a credit of £5,000 for tax consultancy and a year's free book-keeping for the lucky winner.

Three semi-finalists also get some tax consultancy and book-keeping. 20 short-listed applicants will get 8 weeks of investment readiness training, and the 4 finalists get a further 12 weeks. The finalists will be introduced to a panel of potential investors and coached in making a pitch.

Entrants should be UK-based and have technology in a sector or area of expertise covered by one of the Faraday Partnerships. The business needs to demonstrate commercial potential and the ability to secure intellectual property rights through patent or other forms of protection.

Deadline is 5 May for entries - applications are available online at [www.faradaycompetition.com](http://www.faradaycompetition.com)

produce Custom Procedure Trays, which are optimally configured and tailored to the needs of each specific end-user. This requires balancing the need for standardisation with the need to customise packs according to the particular procedural needs of the healthcare professional.

## New Skills For Your Workforce

Medilink West Midlands would like to introduce a new programme to assist medical technology SMEs to identify and secure training for your staff.

Does anyone on your team have a need for:

- o management skills (financial, leadership, marketing, supply-chain management)
- o laboratory skills (technician or advanced technician)
- o engineering skills
- o business skills (ICT, languages, etc.)

The LSC has partnered up with Staffordshire University to provide heavily subsidised training to qualified companies in the above areas, and to explore training programmes for additional skills the industry base needs.

Notify MedilinkWM with any of your skills requirements, and we'll get the LSC on the case of finding a funded course to train and move your business forward!

Staffordshire  
UNIVERSITY



### USEFUL DEFINITIONS

**SME - Small to Medium Enterprise constituted by:**

- o less than 250 employees
- o less than 40 million euros in turnover
- o no more than 25% owned by a large company

### Objective 2

The Objective 2 programme aims to support the economic and social conversion of areas within the West Midlands facing structural difficulties, which often translates into additional funding for companies in this area. Determine if you are in an Objective 2 area:

<http://www.westmidlandsworkingtogether.org.uk/government/home.php>





## Opportunities

Medilink West Midlands prides itself on providing business opportunities for its members. These opportunities are compiled from multiple sources around the country, and advertised here and on our web portal. A benefit of membership is when an opportunity comes in that is specifically relevant to your company, we zip it to you via email to ensure you don't miss it. So make sure you have joined as a member - and if you see something here you are interested in, please contact our Network Team for additional details by emailing us at [Opportunities@MedilinkWM.co.uk](mailto:Opportunities@MedilinkWM.co.uk)

### Supply

**Company seeks blood glucose test strips** to distribute through established routes to Canadian healthcare market. Not interested in sourcing from distributors. (Ref. 212)

**The World Health Organisation** is urgently seeking products within the dental, reagent, orthopaedic instruments, photographic equipment, hospital furniture, education and teaching, veterinary supplies, surgical instruments and sterilising equipment. To register your availability to export products, please email [Chris@MedilinkWM.co.uk](mailto:Chris@MedilinkWM.co.uk) with your company name and contact details, 15 word description of your company and product list by 29 April. (Ref. 213)

**Distributor of Over the Counter** and small monitoring-type equipment to pharmacy chains in Chile is expanding and seeks new product lines. The company does not distribute any large products or devices. (Ref. 214)

**Multi-national firm** seeks additional products in the areas of radiology and urology. They are particularly interested in high technology products, and also in any gas distribution/ventilation products. (Ref. 215)

**German technology company** is sourcing components and disposable products for endoscopes. (Ref. 216)

**A small Dutch company**, specialised in rehabilitation technology and concentrates on developing solutions to improve the mobility and independency of elderly and handicapped people, wants to expand its activities to home automation. A partner is sought to develop a voice-command-recognition-based PC-like platform to control various actuators and can be linked to a sensor system. The company interested in a joint venture agreement. (Ref. 220)

**Large distributor based in Norway** has established routes into hospitals and seeks more consumable and disposable products, particularly those geared toward emergency and first aid. (Ref. 225)

### Distributor

**New York-based** medical products company seeks a UK distributor for its line of lavage sets, pressure infusion bags and surgical positioners which are used primarily in theatre or A&E. (Ref. 217)

**Canadian developer** of transport chair for caregivers and hospitals seeks a UK distributor. This product is unique in that it is completely hygienic: all services can be cleaned and disinfected easily, side access for ease of patient movement, and built-in attachments for I.V. poles and leg rests, and push bar allows one-handed pushing and steering. (Ref. 224)

### New Technologies

**Privately-held Bavarian company** developed a compact dispensing kit, which is especially suited for the delivery of pharmaceuticals, vitamins, minerals or cosmetics in either fluid or solid form. The company is looking for a partner for a commercial agreement with technical assistance or license agreement. (Ref. 218)

**UK Company** has developed a thin-walled high-pressure balloon technology for medical applications, such as catheters. Using a braided design, the balloons expands from the centre and can withstand more than 40 atmospheres pressure without bursting. Advantages include robustness, flexibility, controllable shape and size (from 2mm OD to 30mm) & the ability to add surface coatings to enhance properties. The company is seeking partners active in the medical field to commercialise the technology. (Ref. 219)

**A small Polish company** from the cleaning and disinfection services sector is looking for a method of disinfecting in hardly-accessible places (micro-diffusion is considered the most suitable option at this time). The requested technology should be fully developed and flexible regarding output capability. The partner sought should be active in the industrial sector, specialising in disinfection technologies. Technical co-operation and commercial agreement are foreseen. (Ref. 221)

**A Spanish company** has developed a system comprised of several devices that manages both telephonic and television services in hospitals, hotels and other public service business rooms. This new system is a complete and cost-effective solution for payment of services. The company is looking for partners interested in signing commercial agreements with technical assistance. (Ref. 222)

**A Finnish SME** has developed a new technology based on glass fibre reinforcement solutions for aesthetic dental care. The technology is economical compared with ceramic or gold treatments. The treatments follow principles of minimally invasive dentistry. The company seeks companies that would like to explore the potency of fibre reinforcement with their own dental products and expertise. Partners among dental clinics and laboratories are also invited to technology and/or commercial cooperation. (Ref. 223)

### Missed Opportunity

**Due to an overwhelming response**, the MedilinkWM Team have suspended Premium Member Service for the remainder of the year in order to be able to provide the quality service premium members have come to appreciate and expect.

You can still register for the Standard Member Service online at [www.MedilinkWM.co.uk](http://www.MedilinkWM.co.uk) which will continue to provide access to our quarterly newsletter, events and opportunities.



## Overseas



### Market Sector Report - Discounted

Technology for Industry has produced the 2005 Micro & Nanotechnology in Healthcare & Life Sciences Market Sector Report - and is offering it to MedilinkWV members at a 40% discount.

The report includes detailed market information on the Hearing Aids and Cochlear Implants, Drug Delivery, Heart Pacemakers and Implantable Devices and Monitoring Diagnosis and new developments utilising nanotechnology and microtechnology. Email Afshan Dean at [info@tfi-ltd.co.uk](mailto:info@tfi-ltd.co.uk) to request your copy. Regular price for this report is £800.



Medtec China is taking place in Shenzhen, China, 13 - 15th September 2005

1 - 50% SESA grants are available for companies wishing to exhibit at Medtec China, but only a limited number, and applications are due by 8 July. Shell scheme space costs £280 per square meter.

2 - Deluxe trade mission to fly into Shanghai for country briefing and meetings, two days at Medtec China to include pre-set appointments with relevant companies, and then a stop in Hong Kong before flying back to the UK. There will only be limited space available on this trip in order to ensure quality meets at each location. A substantial subsidy is available for this mission which would give an estimated cost of £900 per person.

3 - Medilink West Midlands will be having a stand at Medtec China in order to promote the products and services of West Midlands companies. There are two ways you can participate with us on the stand without attending:

- Two slides on the plasma screen, a poster or small product, and 10 brochures for £500
- Two slides on the plasma screen for £50

There are only 6 places available for posters and/or small products and will be allocated on first come first served.

Contact [Michelle@MedilinkWV.co.uk](mailto:Michelle@MedilinkWV.co.uk) for additional information or to register your interest.

### Medical Trade Visit to Spain

Coventry and Warwickshire Chamber of Commerce is organising a supported trade visit to Spain to coincide with the Medical Forum Expo 2005 which is held at the Montjuic exhibition grounds in Barcelona from 24-26 May 2005. [www.medicalforumexpo.com](http://www.medicalforumexpo.com) This is the key fair for the Iberian healthcare sector and is fully supported by FENIN the Spanish healthcare companies federation.

This 2 full day visit is designed to help UK companies visit this growing market and is open to any SME based in the West Midlands who export a British product or service.

Eligible participants will qualify for an EU grant of 50% with full support available from UK Trade & Investment, the Chamber and the UKTI commercial team based at the British Consulate in Barcelona.

Indicative costs :

Inclusive of return flights from a West Midlands airport, 2nts accommodation inc. breakfast at a 3\* hotel and relevant taxes.

Economy flight and hotel	£300
Less grant	£150
Estimated cost	£150

Email [gurpaalv@cw-chamber.co.uk](mailto:gurpaalv@cw-chamber.co.uk) for an application.

### Three Opportunities to Explore China

China's booming economy and rapidly expanding middle class is driving demand for high technology medical devices, equipment and systems. In order to meet the soaring need for modern healthcare, the Chinese government will invest an additional \$36 Billion in healthcare expenditure over the next four years. The country is adding hundreds of new clinics and hospitals to the more than 300,000 healthcare facilities already in place.

Medtec China is a medical component manufacturing trade show, featuring contract manufacturing, component fabrication, tubing, adhesives and adhesive products, electronic components, plastics and elastomers, packaging equipment and materials.

### Medica vs ComPaMED

Most everyone has heard of Medica, the world's largest medical and healthcare exhibition, which takes place in Düsseldorf, Germany, 16 - 19 November this year. This is the meeting place of medical and healthcare companies from all over the world, and a fantastic opportunity to do competitor and market research work.

But are you familiar with CompaMed, the co-located exhibition focusing on medical components and the medical supply chain?

CompaMed is part of the Medica show but is popular enough to warrant its own hall, and is specifically where OEM companies shop for component sourcing (as opposed to final products which are throughout the entire Medica exhibition). All this and a portion of the cost of Medica!

This year, Medilink West Midlands will be taking a stand in CompaMed to encourage OEMs to source high-quality medical components from the West Midlands.

If you are exhibiting at CompaMed, too, or are interested in joining us, please contact Michelle by 29 April to ensure we can create the best presence possible.

