



## MEDIA RELEASE

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### **New Zealand agritech firm wins top US international Good Design award**

HAMILTON, NEW ZEALAND: Innovative New Zealand agritech company, [Simcro](http://www.simcro.com), has won a top United States international Good Design™ award for design distinction.

The Hamilton-based company has been awarded a prestigious 2010 Good Design™ award for its revolutionary animal vaccine safety injector, Sekurus™, launched last year. Simcro was the only New Zealand company to win an award in the Medical Products category.

Now in its 60<sup>th</sup> year, the Good Design Awards are held annually and are the oldest and the world's most recognised programme for design excellence. The awards are organised by the Chicago Athenaeum: Museum of Architecture and Design and the European Centre for Architecture, Art Design and Urban Studies.

For 2010, the Museum received a record number of entries from around the world representing the most important and critical mass of influential corporations worldwide in the design industry from over 48 countries.

In November 2010, the jury met in New York and selected over 500 product designs and graphics from over 36 nations worthy of the Good Design award. As an award-winner, Simcro will be invited to exhibit Sekurus™ at the Good Design Show in Chicago later this year.

This latest award adds to the fine collection of trophies collected by Simcro in the last 12 months. The company is a world-leader in providing customised animal health delivery solutions, such as safety injectors and drench guns, to the pharmaceutical industry.

Simcro chief executive, Will Rouse, says his company is delighted to have won a Good Design award in its first outing, especially in the company of some global giants.

“Our investment in new product development and commitment to excellence are the reasons we’re receiving not only awards but increasing orders and interest from around the world.”

Rouse says 2011 is shaping up to be a big year for the company as it rolls out more new products and expands into new markets.

[www.simcro.com](http://www.simcro.com)

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## **About Sekurus self-tenting safety injector**

The Sekurus™ self-tenting safety injector has a radically different design. It features a patented 'self-tenting' needle guard and two-step mechanism that allow the operator to tent the animal's skin and deliver the correctly-measured dose of vaccine in a one-handed action. This means the other hand can be kept away from the injection site virtually eliminating the risk of accidental self-injection.

Sekurus™ is an all-round New Zealand world-first innovation that has applications in a number of animal health areas. It provides greater safety and comfort for the user and makes vaccination easier, faster and more accurate, saving time and money.

## **About Simcro**

Simcro currently has a significant number of projects under development for the leading global animal health companies.

In December 2010, Simcro won an International Forum (IF) 2011 product design award from Germany for Sekurus.

In October 2010, the company won top award for Best Use of R&D in International Business in the prestigious New Zealand International Business Awards 2010.

In July 2010, Simcro took the top award in the New Zealand Agritech Innovation awards for its 'self-tenting' safety injector, Sekurus.

In June 2010, the company was awarded a 2010 Australian International Design Award and the Powerhouse Museum Selection award and was one of only nine finalists for the Supreme Award.

In December 2009, Simcro won an International Forum (IF) 2010 product design award from Germany for Optiline. Simcro won a bronze award in the 2009 NZ BEST design awards for Optiline. The company was a finalist in three categories of the 2009 New Zealand Trade and Enterprise International Business Awards.

Simcro was also finalist in the 2009 New Zealand Agritech Innovation Awards with its Optiline drencher. In August 2009, company director Rod Walker won the prestigious Bayer Innovators Award for design and engineering.

Simcro's international partners include Novartis Animal Health Inc., Pfizer, Schering-Plough Intervet, Merial, Ancare, and Argenta.

The company currently exports over 90 percent of its products to more than 65 countries.

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CEO Simcro, Will Rouse



Sekurus 'self-tenting' safety injector