



MEDIA RELEASE

JULY 03, 2011

Simcro wins top International Design Excellence Award

HAMILTON, NEW ZEALAND: New Zealand agritech company, [Simcro](http://www.simcro.com), today announced that it had received another prestigious award for its revolutionary Optiline sheep drencher.

The Optiline drencher picked up a Silver IDEA award in the medical and scientific category of the 2011 Industrial Design Excellence Awards (IDEA) awards announced on July 1 by the Industrial Design Society of America. Simcro was the only New Zealand company to win an award in this category.

Out of 524 finalists, 27 were honoured with the Gold Award, while 68 received the Silver Award and 96 won the Bronze Award.

“The IDEA program is considered by many as the ‘Oscars’ of design competitions because the judging process is rigorous and judged by the experts in their field,” said IDSA’s chief executive Clive Roux.

The judges applauded Simcro for its commitment to design excellence and also stated that that the competition for places in 2011 was the most intense in the history of the awards. So many entries were received that jury chair Davin Stowell said IDSA had to appoint three additional judges to process the record number of entries.

Simcro chief executive Will Rouse commented that this further award gave complete vindication to the strong research and development focus that Simcro has developed in the last five years.

“Specialising in customised animal health delivery systems to the pharmaceutical industry has become a very successful business model,” he said.

Rouse said the company expects to roll out some exciting new projects in 2012 and he was particularly looking forward to Simcro developing products in the fast growing companion animal sector.

www.simcro.com

Ends