



MEDIA RELEASE

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New Zealand agritech firm wins IF international design award

HAMILTON, NEW ZEALAND: Innovative New Zealand agritech company, [Simcro](http://www.simcro.com), has added another top international design award to its collection.

The Hamilton-based company has been awarded a coveted International Forum (IF) 2011 product design award from Germany for its revolutionary animal vaccine safety injector, Sekurus™, launched earlier this year.

The IF Design Awards are held annually and are one of three leading design awards in the world.

More than 20 internationally-recognised jurors, consisting of designers and entrepreneurs, select the winning products from a total of 2,756 entries from 43 different countries. This year 993 products gained IF product awards.

This latest award tops off a run of success for Simcro, which 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's heavy investment in new product development has been rewarded with not only awards but increasing orders and interest from around the world. He thanked his staff, management and the company's pharmaceutical partners for their ongoing commitment to excellence.

"We're on a very exciting and challenging journey to realise our goals in the global marketplace. R and D and groundbreaking design are the keys to success. This latest award shows we are well able to compete in the international market."

Rouse says the company has a significant number of new products under development and expects to roll out a lot more in 2011, and to expand into new animal health sectors.

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 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