



## MEDIA RELEASE

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### **NZ agritech company wins International Design Award**

HAMILTON, NEW ZEALAND: Simcro has continued its winning streak by scoring a prestigious 2010 Australian International Design Award in recognition of design excellence in its first outing in the competition. Results were announced in a gala ceremony in Sydney on June 4.

The company specialises in providing customised animal health delivery solutions to the pharmaceutical industry.

Simcro's winning product is the revolutionary Optiline™ Drencher which was developed for the new sheep drench ZOLVIX® (monepantel) from Novartis Animal Health.

The Hamilton-based design manufacturing company was also one of only nine finalists nominated for the overall Australian International Design Award of the Year. Optiline was also chosen for the 2010 Powerhouse Museum Selection – a special award for products which make an important contribution to the lives of Australians. Selected products are put on display at the Powerhouse Centre in Sydney for 12 months.

“We are delighted and honoured to receive an Australian International Design Award in such impressive company. This accolade and being part of the Powerhouse Museum Selection are further confirmation that our clear focus on innovative design and serious R&D investment will reap rewards. I congratulate the Simcro team involved in Optiline and I also thank our clients who share our drive for excellence,” comments Simcro managing director Will Rouse.

Presented by Standards Australia, the Australian International Design Awards are held annually. The awards are Australia's premier design assessment programme and they recognise Australian and international design and innovation excellence.

Six panels of judges spent 10 days assessing more than 200 products on their design merits this year. They selected 111 products ranging from agricultural and medical equipment to consumer appliances and sporting goods as finalists.

Judges awarded an Australian International Design Award for design excellence to 42 products and an Australian International Design Award for good design to 69 products. The top prize, the Australian International Design Award of the Year was awarded to one product that the judges believe represented world class design.

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#### **About Optiline™ sheep drench gun**

In 2006, Novartis Animal Health, Switzerland, challenged Simcro and several of their global competitors to supply a revolutionary new sheep drenching system to launch a new drench,



ZOLVIX. Simcro rose to the challenge with the development of the Optiline sheep drench gun.

The company challenged the design of the traditional pistol-grip style drench gun, which had not changed from its basic form in 30 years.

The inherent design flaw of the pistol-grip gun is that the drench nozzle points away from the operator, requiring them to rotate their hand through 180 degrees to administer the drench into the sheep's mouth.

The resulting incompatible bio-mechanics create significant operator fatigue and discomfort, and with sustained use, injury to the wrist, forearm and back.

The Optiline drench gun overcomes these problems by having the drench nozzle protruding from the base of the operator's hand, allowing for a natural presentation of the drench gun with precise control, thus greatly minimising stress to the operator and animal.

### **About Simcro**

Simcro currently has approximately 40 projects under development for the leading global animal health companies.

In June 2009, Simcro was a finalist in the New Zealand Agritech Innovation Awards with its Optiline drencher. In August, company director Rod Walker won the prestigious Bayer Innovators Award for design and engineering. And in September, the company was a finalist in three categories of the 2009 New Zealand Trade and Enterprise International Business Awards.

In October, Simcro won a bronze award in the 2009 NZ BEST design awards for Optiline.

In December, the company won a coveted International Forum (IF) 2010 product design award from Germany for Optiline.

The Optiline drench gun is just one example of the Simcro range of animal health delivery products.

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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For more information on the Optiline™ Drencher visit this website:  
<http://www.zolvix.com/optimum/close-up.shtml>

High res photos available on [http://www.ah.novartis.com/about/en/contact\\_media.shtml](http://www.ah.novartis.com/about/en/contact_media.shtml)  
and upon request from [brenda@triocommunications.co.nz](mailto:brenda@triocommunications.co.nz)