



MEDIA RELEASE

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Hamilton agritech firm bags another R&D award

Hamilton agritech company Simcro is heavily investing in innovation to keep the pace with vastly developing global market and receiving multiple awards along the way.

Simcro has put another title under its belt for Best Use of R&D in International Business in the New Zealand International Business Awards 2010.

The company provides customised animal health delivery solutions such as safety injectors and drench guns to the pharmaceutical industry.

While historically it has designed products to administer pharmaceuticals to farm animals its business is vastly expanding.

Four years ago, the company had no more than three products under development; this number, with heavy investing in innovation, has grown to more than 70 projects.

“Word has spread and we’ve been invited into the companion animals, equine, aquaculture and human health areas, said Simcro chief executive, Will Rouse.

“We’ve got three or four projects underway that relate purely to cats and dogs, which is a rapidly-growing sector.”

Mr Rouse said it is investment in product development that has given the company a competitive advantage in the pharmaceutical industry.

“We are continuing to build our R&D capacity, and now have 12 specialist product development engineers among our 80 staff.

“We invest heavily in our innovation process but we believe it’s essential if we want to realise our goals in the global marketplace.”



Simcro currently exports more than 90% of its products to more than 65 countries. Its international partners include Novartis Animal Health Inc., Pfizer, Schering-Plough Intervet, Merial, Ancare, and Argenta.

Recent awards received by the company include: the 2010 Australian International Design Award; the Powerhouse Museum Selection Award; the New Zealand Agritech Innovation Award; and a coveted International Forum (IF) 2010 product design award from Germany.

“We’re only just starting to reap the benefits of our R&D investment, our pipeline will deliver benefits for our shareholders in coming years,” said Mr Rouse.

Kristina Koveshnikova