

Toshiba to distribute Nanosonics trophon EPR in UK

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Singapore: Australia's Nanosonics has signed an agreement with Toshiba Medical Systems and has made Toshiba a non-exclusive distributor of trophon EPR, a disinfection technology, in the UK.

Chief Executive Officer Dr Ron Weinberger said that Toshiba will launch Nanosonics' first-in-class ultrasound probe disinfection technology in April 2013, coinciding with the new UK fiscal year. Nanosonics will continue to sell directly into the UK market.

Mr Mark Hitchman, GM, Toshiba Medical Systems, UK, said that, "We see trophon EPR as complementary to the Toshiba range of ultrasound machines, and as playing an important role in reducing infection control risk across the healthcare system. Toshiba looks forward to working with Nanosonics in the roll out of this important technology."

"Nanosonics' direct operations in the UK have seen growth in the demand for product presentation and information from a broad range of healthcare professionals. This strategic engagement with Toshiba will give trophon EPR greater exposure within this market and facilitate adoption of trophon EPR as the Standard of Care in probe decontamination," Dr Weinberger said.

"We estimate that the UK opportunity for trophon EPR is likely to be significant in light of the recent regulatory drivers. It is early days yet and it will take time to build sales volume. However, the signs are encouraging that the UK operations will make an important contribution to global sales revenue," Dr Weinberger commented.