



Distinctive new branding and packaging for Zorflex®

See us at:
EWMA 2016, Bremen
13-15 May, Stand 5H 31

“We were surprised how quickly wounds are turned around, even in those with long-standing wounds. The only problem we have is whether people will believe the results, even though we have the proof”

Sylvie Hampton,
Wound Care Consultants

Fast-healing Zorflex® contact dressings fully launched

Fast-healing Zorflex® wound contact dressings are fully launched, with new branding, new international listings, and an expanding distributor network

Zorflex® antimicrobial wound contact dressings, proven to accelerate healing across a wide range of wound types, are now available internationally following new UK, US and Australian listings and new distribution agreements.

Distinctive new branding and packaging has also been introduced, with the brand name shortened simply to

‘Zorflex®’ without the ‘VB-K’ suffix used at pre-launch stage. ‘Accelerated wound healing’ accompanies the Zorflex® brand name, stressing the dressing’s central benefit established by clinical evaluations.

Most recently, a UK evaluation of Zorflex® with 20 subjects, remarkably, saw chronic wounds 100 per cent healed within a five-week period.

An abstract of the evaluation’s results for EWMA 2016 by Wound Care Consultants states: “Results demonstrated LFAC (Zorflex®) has positive clinical effects on healing chronic wounds, with reduction

in wound area, pain, odour, and exudation.” It adds that Zorflex® has the effect of “cleaning the wound, allowing healing over seven to 14 days. Within the first week most wounds showed a visually improved surface, with healthier tissue, less non-viable tissue present.”

Sylvie Hampton of Wound Care Consultants commented: “We were surprised how quickly wounds are turned around, even in those with long-standing wounds. The only problem we have is whether people will believe the results, even though we have the proof.”

Further clinical evidence of the efficacy of Zorflex® featuring at EWMA 2016 will include presentation by clinicians from Limmattal Hospital, Zürich-Schlieren, Switzerland, on the results of a study on the large-scale use of Zorflex® and an e-poster by Dr Heinrich Rotering of University Hospital, Münster, Germany, on treating deep sternal site infections with Zorflex®.

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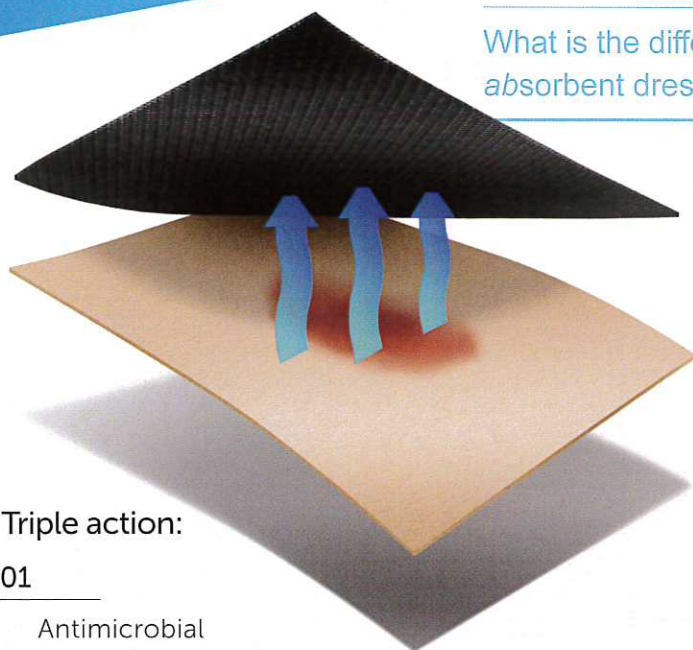
To adsorb or to absorb?
New listings, expanding distribution



Zorflex®

Adsorption versus absorption, and Zorflex® triple action

What is the difference between adsorbent Zorflex® dressings and absorbent dressings? This is a question we are frequently asked



Triple action:

01

Antimicrobial

02

Conductivity

03

Odour Management

A simple analogy for adsorption is the way a magnet attracts and retains iron filings on its surface. Absorption, meanwhile, describes what a sponge does with water. Adsorption takes *on* – as when Zorflex® draws molecules on to its surface and holds them there. Absorption, by contrast, takes *in* – as when a secondary dressing sucks up exudate.

Adsorption is key to the way that Zorflex® works as a naturally antimicrobial dressing. Electrostatic forces called van der Waals forces on the Zorflex® surface attract microbes on to the surface, trapping and killing them there. This process effectively 'cleans' the wound bed, creating favourable conditions for healing.

The fact that Zorflex® is naturally antimicrobial means that no chemical agents are donated to the wound bed or absorbed into the body. Also, its mechanism means that microbes cannot become resistant to it, allowing Zorflex® treatment to continue for as long as required.

The triple action of Zorflex® includes firstly its naturally antimicrobial effect. The second component, conductivity, helps restore the body's natural transepithelial potential – the skin's 'epidermal battery' - and aids healing. Thirdly, odour management takes place by the adsorption of odour molecules and the destruction of odour-causing microbes.

New listings, expanding distribution

Zorflex® dressings are now widely available internationally following new listings and the addition of new distributors

Most recently, Zorflex® has been listed in the UK Drug Tariff, assigned US HCPCS (Healthcare Common Procedural Coding System) codes and German PZN (Pharmazentralnummern) numbers, and registered with the Australian TGA (Therapeutic Goods Administration).

Our growing international distribution network now includes:

UK: H&R Healthcare
(www.hrhealthcare.co.uk).

An established UK distributor of leading-edge wound management and associated products, based in Hull, Yorkshire.

Germany: sanaFactor
(www.sanafactor.com).

A start-up by seasoned senior healthcare professionals, providing and distributing wound management products for hospitals and outpatient facilities, based in Enger, Nordrhein-Westfalen.

Switzerland: IVF Hartmann
(www.ivf.hartmann.info).

Neuhausen-based IVF Hartmann, with a wide range of user-friendly products and customised services, provides nursing and health professionals with innovative integrated solutions.

Australia: Sentry Medical
(www.sentrymedical.com.au).

A well-established, Sydney-based manufacturer and distributor of quality sterile and non-sterile medical consumables to the private and public healthcare sectors.

USA: We are working with our associate, **Dan York**, of CD Business Consultants, an experienced healthcare professional with a strong background in medical devices and wound care products. Dan is supporting us with developing US sales and distribution.

contact us

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