

**Press Release – June 2011**

**Parafricta® finalists at the Martin & Audrey Woods Enterprise Awards**

APA Parafricta Ltd was amongst the finalists of the Martin & Audrey Woods Enterprise Awards at Venturefest 2011 held at the Said Business School in Oxford 7<sup>th</sup> June.

These prestigious Awards celebrate innovative and technology-based companies in the region, and were established in honour of Sir Martin and Lady Audrey Wood, co-founders of Oxford Instruments plc. The Woods grew Oxford Instruments from a start-up in 1959, which was Oxford University’s first spin-out company, into a global instrumentation business.

Parafricta finished as runners up in the Medical Devices and Healthcare Technologies Award.



George Sampson CEO of Parafricta (2<sup>nd</sup> from left) at the Awards ceremony

This follows the recent major achievements by the company, including listing of the Parafricta products in Part IX of the UK NHS Drug Tariff; publication in the Journal of Wound Care, last December, of a paper showing to significant reduction of the incidence of pressure ulcers and cost of treating them in hospital.

George Sampson, CEO of APA Parafricta, commented “In the development of any innovative healthcare technology – such as Parafricta® - it is vitally important that the products concerned are shown to have tangible benefits for the patient and the healthcare system”

Parafricta<sup>®</sup>, a UK-based company, has developed scientifically and clinically tried and tested products including its proprietary Pf Fragile Skin Protection System<sup>™</sup>. The high-tech, space age Parafricta<sup>®</sup> material can protect the skin and underlying tissue from breakdown to pressure ulcers – commonly known as bedsores. It is being used in undergarments, protective booties, pillow cases, sheets, and a range of other products that protect the skin at the points of highest risk of skin breakdown.

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### **Information for Editors**

APA Parafricta's patent-protected Pf Fragile Skin Protection System<sup>™</sup> is based on its Parafricta<sup>®</sup> Fabric, which is unique in that its friction coefficient is very low, with static and moving friction coefficients equal (so-called absence of "stiction" – this means absence of a jerk or "snatch" when one surface begins to move against another, which is the origin of damage to skin). In addition it is strong and durable, and when it becomes soiled it can be washed at high temperatures, essential in the healthcare setting, without altering its characteristics in any way. This combination is unusual for a fabric and is the basis of a series of products developed that will bring significant benefits to people with compromised skin – such as pressure ulcers and Epidermolysis Bullosa. In these conditions, the reduction of friction and shear achieved by Parafricta<sup>®</sup> achieves a significant reduction in damage at the skin surface and in underlying tissue. This benefit is key to achieving a reduction in pressure ulcer incidence as identified by NHS initiatives such as those from the Patient Safety Federation 'No Needless Skin Breakdown' [in tandem with the NHS National Patient Safety Agency and NHS Institute for Innovation and Improvement], 'Zero Tolerance' initiative (Swansea) and NHS South Central 'Patient Safety Strategy 2009-2011', this points to the need and benefit of reducing pressure ulcer incidence and costs.

INVISTA have formed a specialist team comprising both US and UK staff, including a US marketing expert with medical experience, to promote and market Parafricta<sup>®</sup> in the USA. INVISTA Technologies is a wholly owned subsidiary of Koch Industries, one of the largest private companies in the world, and has a proven record of creating, developing and expanding globally-known and trusted brands including LYCRA<sup>®</sup> fiber, COOLMAX<sup>®</sup> and CORDURA<sup>®</sup> fabrics and STAINMASTER<sup>®</sup> carpet.