

Press Release – January 2011

Better Pressure Ulcer Outcomes and Lower Costs

Parafri[®]cta enters an exciting phase in 2011 as products prove performance and cost effectiveness for the NHS

2010 was an eventful period for this innovative company with a unique technology for skin protection.

In the December 2010 issue, the Journal of Wound Care published a paper involving 369 patients in the hospital environment where Parafri[®]cta Bootees and Undergarments were shown to significantly reduce the incidence of pressure ulcers and save the hospital £60,000 per 100 patients at risk of skin breakdown and pressure ulceration¹. The paper was authored by Glenn Smith – the Tissue Viability Nurse for the Isle of Wight Primary Care Trust – which includes patients for both the island's hospital St. Mary's, and the community. The co-author, Andy Ingram, is the Senior Health Outcomes Manager at NHS Innovations in London. In their summary they stated "The results support the conclusion that low-friction garment products have a role to play in the prevention of skin breakdown, and appear to be both clinically effective and cost effective".

George Sampson, CEO of APA Parafri[®]cta, commented "In the development of an innovative technology – such as Parafri[®]cta - it is vitally important to answer the principal questions of what benefits will be delivered to the patients, clinical staff and to the healthcare system by your technology. The publication of further clinical evidence, along with the assessment of cost savings gives the NHS and its clinical staff another valuable weapon in the armamentarium to protect against pressure ulcers"

This follows Parafri[™]cta signing an important licensing and sales & marketing agreement in June for the United States with INVISTA Technologies, a division of Koch Industries.

Parafri[®]cta, a UK-based company, has developed scientifically and clinically tried and tested products including its proprietary Pf Fragile Skin Protection System[™]. The partnership with INVISTA recognises the potential of these products in the US market.

The high-tech, space age Parafri[®]cta material can protect the skin and underlying tissue from breakdown to pressure ulcers – commonly known as bedsores. It is being used in undergarments, protective bootees, pillow cases, sheets, and a range of other products that protect the skin at the points of highest risk of skin breakdown.

NHS initiatives such as 'No Needless Skin Breakdown' and 'Zero Tolerance' of pressure ulcers programmes have shown the need for such interventions. Parafri[®]cta protects patients in a way that improves the quality of life for sufferers in hospital and the community and reduces costs

¹ Journal of Wound Care Volume 19 Number 12 December 2010 p535

Health authorities in the UK and USA try to stop bedsores occurring in the first place but in the USA alone there are over 2 million sufferers. As well as the pain and loss of quality of life they cost the NHS £2.1BN and the USA healthcare system \$11bn. And they are an increasing problem due to demographic trends in age, obesity and chronic illnesses.

Maureen Coleman, Chairman of APA Parafricta Ltd, said “The most satisfying aspect of our development of Parafricta® products has been the knowledge that they are a cost-effective solution that brings comfort and benefit to vulnerable patients.”

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Information for Editors

APA Parafricta's patent-protected Pf Fragile Skin Protection System™ is based on its Parafricta® 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® 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®. 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® fiber, COOLMAX® and CORDURA® fabrics and STAINMASTER® carpet.