

**Press Release – December 2011**

**H&R Healthcare appointed as UK & Ireland distributor  
for APA Parafri<sup>ct</sup>a Ltd**

**APA Parafri<sup>ct</sup>a Ltd are delighted to announce that, as of the 1<sup>st</sup> December 2011, H&R Healthcare will distribute the Parafri<sup>ct</sup>a<sup>®</sup> range of products in the U.K. and Ireland.**

The Parafri<sup>ct</sup>a<sup>®</sup> range provides an innovative solution to addressing the issues caused by pressure ulcers that will help reduce the estimated cost to the NHS of up to £4bn per annum. Parafri<sup>ct</sup>a<sup>®</sup> products also provide an excellent healing environment, so that dressings can function more effectively, and enable them to remain in place for longer, so providing superior value to the healthcare system.

With Drug Tariff (reimbursement) status recently secured, the partnership with H&R Healthcare will increase awareness and drive the introduction of Parafri<sup>ct</sup>a<sup>®</sup> products in both acute (hospital) and community care (home care and nursing homes).

**The Parafri<sup>ct</sup>a<sup>®</sup> P<sup>f</sup>Fragile Skin Protection System<sup>™</sup>**

The Parafri<sup>ct</sup>a<sup>®</sup> range is indicated for the prevention and treatment of skin breakdown due to friction and shear, and includes:

- Parafri<sup>ct</sup>a<sup>®</sup> Bootees\***
- Parafri<sup>ct</sup>a<sup>®</sup> Undergarments\***
- Parafri<sup>ct</sup>a<sup>®</sup> Single Fitted Bedsheet**
- Parafri<sup>ct</sup>a<sup>®</sup> Single Mobility Assist Bedsheet**
- Parafri<sup>ct</sup>a<sup>®</sup> Pillowcase**

*\* Listed in Part IX of the NHS Drug Tariff*

Parafri<sup>ct</sup>a<sup>®</sup> intends to become the leading brand for low-friction, skin protection in the medical healthcare sector.

George Sampson, CEO of APA Parafri<sup>ct</sup>a, commented “When promoting an innovative technology – such as Parafri<sup>ct</sup>a<sup>®</sup> - it is vitally important to have the right partner to introduce the benefits effectively to clinical and procurement staff. H&R fits the bill, selling a strong portfolio of woundcare products that are unique in their actions and benefits. The 20-strong sales and marketing team has good relationships with wound care specialists across community and secondary care. H&R pride themselves on experienced staff and educational activities which are pivotal to successfully introducing new technologies. APA Parafri<sup>ct</sup>a will continue to generate clinical and health economic data to support the widespread adoption of Parafri<sup>ct</sup>a<sup>®</sup> throughout the NHS.”

Mike Hoskins, MD of H&R Healthcare commented “H&R have established a reputation for supplying innovative products from around the world that offer superior value to the NHS. We are very proud to partner with APA Parafri<sup>ct</sup>a whose products fit our criteria

perfectly and to which we believe we can add value through our extensive sales and marketing network. We are committed to increase our specialist clinical staff across the country in support of this range which we believe has great potential, as already evidenced by the growing number of key opinion leaders who already use the range.”

The high-tech, space age Parafricta<sup>®</sup> material helps protect skin and underlying tissue from breakdown which can cause pressure ulcers. The specialist material is used in undergarments, protective booties, pillow cases, sheets, and a range of other products.

NHS initiatives such as ‘No Needless Skin Breakdown’ and ‘Zero Tolerance’ of pressure ulcers programmes have shown the need for such interventions. Parafricta<sup>®</sup> protects patients, improves quality of life and reduces cost.

It is a priority for Health authorities in the UK try to prevent pressure ulcers due to the huge financial burden they place on the NHS, as well as their impact on patients’ quality of life. These problems will increase in line with UK demographic changes and an ageing population.

Maureen Coleman, Chairman of APA Parafricta Ltd, said “The addition of a highly respected organisation such as H&R as our UK partner will help rapidly disseminate the Parafricta<sup>®</sup> products through the NHS, and promote 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<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.