

NIHON KOHDEN AND BLUE BOX MEDICAL ANNOUNCE EXCLUSIVE AGENCY AGREEMENT

New partnership for the promotion of defibrillators and AED's in the UK

Nihon Kohden are pleased to announce a partnership with Blue Box Medical Limited for the exclusive sale and distribution of their resuscitation devices, defibrillators and AED units in the UK. Already well established in the market with its range of cardiology, neurology and patient monitoring systems, this will build on the success of Nihon Kohden machines and strengthen its commitment to the UK market.



Photo from L-R: Mark Pedley, Director, Blue Box Medical; Sandi Jordan, National Sales Manager, Blue Box Medical; Huw Harrison, Country Manager UK & Ireland, Nihon Kohden; Lynda Pedley, Marketing Manager, Blue Box Medical; Mike Coleman, Director, Blue Box Medical.

Huw Harrison, Country Manager UK and Ireland, Nihon Kohden said: "This new collaboration further extends Nihon Kohden's commitment to the UK medical devices industry and philosophy of working with class leading partners bringing innovative, lifesaving technology to the forefront for today's healthcare practitioners."

Mark Pedley, Director, Blue Box Medical Ltd said: "Nihon Kohden is a huge organisation with a strong portfolio of high-quality products respected around the world. The opportunity to partner with them and work with their resuscitation range throughout the UK is extremely exciting for us. Like all suppliers to the NHS, the current climate presents us with unprecedented challenges, which we are happy to embrace, but equally requires us to look at new arenas and markets. Not only does the award of this agency enable Blue Box Medical to engage with hospital resus teams where there are some significant business opportunities, the AED-3100 opens up opportunities in both the commercial and charity sectors. Recent investment in all aspects of our business - sales, operations and clinical training - will ensure that the backup and support we can offer to all our customers is second to none whilst retaining our reputation for effective and competitive products".

Nihon Kohden is a Tokyo-based leading manufacturer, developer and distributor of medical electronic equipment, which include EEGs, EMG measuring systems, ECGs, patient monitors and clinical information systems, with subsidiaries in the U.S., Europe and Asia. The company's products are now used in more than 120 countries, and it is the largest supplier of EEG products worldwide.

Blue Box Medical was established in 2005 to promote and supply quality, medical devices. Originally supplying the operating theatre environment, the company has since expanded its range to provide products to many specialities including anaesthesia, urology, endoscopy, oncology, and recovery.