

## Frost & Sullivan Award for North American Moist Wound Dressings Product Differentiation Innovation

2006

FROST &amp; SULLIVAN

Product Differentiation Innovation Award

### Award Description

The Frost & Sullivan Award for Product Differentiation Innovation is presented each year to the company that has best demonstrated the ability to develop and/or advance products with more innovative capabilities than competing vendors and products. This Award recognizes the company's successful adoption of new or existing technology that has become a part of its well-designed product family. Such innovation is expected to significantly contribute to the industry in terms of product performance and degree/rate of technical change.

### Research Methodology

Before considering the recipient of this Award, the analyst team tracks competing market participants' product differentiation strategies through on-going research. This research consists of market participant inter-views, end-user surveys and extensive secondary research. The data compiled through this research is analyzed based upon specific measurement criteria for this Award. Participants are then ranked with respect to the measurement criteria. The Award recipient is ranked number one in the industry.

### Measurement Criteria

In addition to the methodology described above, there are specific criteria used in determining the final ranking of industry competitors. The recipient of this Award has excelled based on one or more of the following criteria:

- Degree of differentiation innovation compared to other market participants
- Positive impact on sales directly related to product differentiation
- Time to market improvement based upon product differentiation strategy
- Benefit to end-users due to product differentiation
- Effect of product differentiation on ease of adaptability for new end-user applications
- Effect of product differentiation on market maturation



### AWARD RECIPIENT: FERRIS MFG. CORP.

Frost & Sullivan is pleased to present the 2006 Product Differentiation Innovation Award for the North American moist wound dressings market to Ferris Mfg. Corp. based on the company's new Shapes™ by PolyMem® QuadraFoam™ wound dressings.

Based in Burr Ridge, Illinois, Ferris Mfg. Corp. is a prominent developer of wound care dressings, including the PolyMem Wound Care Dressings, Shapes and RhinoPak® Dressings for Nasal Surgery. Its latest innovation, Shapes QuadraFoam dressings, is another example of Ferris Mfg. Corp. distinguishing itself from all other moist wound dressing competitors. Released in May 2006, the Shapes product line promises to carry the moist wound dressing industry forward into the future of patient care.

As product innovations continue to expand the possibilities for patient care and addressing the need for advanced healing, Shapes dressings provide effective solutions to clinicians for virtually all wound types. In the past, several products were required for each type of wound. Today, Shapes QuadraFoam incorporates multiple capabilities into one product. The QuadraFoam material cleanses, fills, absorbs, and moistens, while creating the optimum wound healing environment by adjusting to the needs of the wound type. This revolutionary product line can be utilized as primary dressings, secondary dressings, or a combination of both, replacing multiple products, including polyurethane or silicone foams, hydrogels, alginates, hydrocolloids, transparent films, gauze, and traditional dressings.

Its advanced features are unlike any product line on the market. With its high absorbency rate, the QuadraFoam dressings can remain on the wound for up to seven days. It provides a clear built-in visual indication, making it easy for clinicians to monitor the wound for dressing changes. Recent clinical studies show that QuadraFoam dressings provide faster recovery time, are effective on difficult to heal wounds, and dramatically help to reduce wound pain.

Furthermore, Ferris Mfg. Corp.'s Shapes product line saves medical facilities money. Shapes dressings drive down healthcare costs and optimize treatment time for caregivers. By filling a gap in traditional and moist wound dressings, the company's product creates a simple solution for both patients and caregivers. As the average cost of chronic wound treatment continues to grow, flexible solutions such as the Shapes will become vital for maintaining patient safety without increasing healthcare costs. By streamlining the wound treatment process, Ferris Mfg. Corp. developments are likely to curtail healthcare costs by reducing medical errors, optimizing caregiver productivity, and eliminating the need for multiple products. Ferris Mfg. Corp. designed Shapes to compliment its innovative moist wound dressing product line, and the current spectrum of products now offer a tremendous value proposition for any healthcare facility.

Due to the growing number of chronic wounds, products that provide advanced healing techniques, reduce treatment costs, and work in a variety of settings will be critical to wound care. Without products such as the Shapes QuadraFoam dressings, as well as Ferris Mfg. Corp.'s other wound care solutions, healthcare facilities would be strained to accommodate the current demand of chronic wounds. Frost & Sullivan believes this technology will be utilized to solve wound care issues in the near future, as Ferris Mfg. Corp. leads the way with continued innovation and bold differentiation.

For the introduction of the new Shapes by PolyMem QuadraFoam wound dressings and continued advancement in wound care, Frost & Sullivan is proud to present Ferris Mfg. Corp. with the 2006 Product Innovation Differentiation Award for the North American moist wound dressings market.

#### For More Information

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