

Conductive Transfers announces agreement with Atlantic Therapeutics to manufacture and supply stretchable and washable circuits for their new INNOVO® product.

BARNSLEY (UK), Nov. 5, 2018 – Conductive Transfers, the manufacturer of patent pending stretchable electronic circuits has signed a manufacture and supply agreement with Atlantic Therapeutics, the global manufacturer of INNOVO® Shorts that target and treat the root cause of bladder weakness in the treatment of incontinence, sexual health dysfunction and other associated conditions of the pelvic floor.

Atlantic Therapeutics recently launched INNOVO® in Europe with a positive reception from customers, and the company just received FDA clearance to market INNOVO® in the USA. The market potential for INNOVO® for urinary incontinence alone is significant, with a quarter to a third of all adults suffering from this condition.

The electrode circuits used in INNOVO® are screen printed using Conductive Transfer's process that eliminates all wires and substrates resulting in circuits that are thin, light, stretchable, cost effective, washable and comfortable for the wearer. They are manufactured using a state of the art screen printing line at Conductive Transfer's modern 1100m2 factory in Barnsley, UK.

Commenting on the agreement, Paul Brook Director at Conductive Transfers, says "we are delighted to see Conductive Transfer's technology being used by Atlantic Therapeutics in a breakthrough wearable solution for this widespread and distressing condition". Steve Atkinson, CEO of Atlantic Therapeutics, says "We have been pleased with the close partnership that has grown between our teams during product development and delighted with the high quality of circuits that have been supplied now that INNOVO® is in production. Conductive Transfers is a key partner for Atlantic Therapeutics in our mission to achieve global adoption of INNOVO®."

About Conductive Transfers

Conductive Transfers has developed a new process to screen print circuits that are stretchable, washable and cost effective making them perfect for enabling new wearable solutions. The key innovation is that Conductive Transfers has eliminated the wires and plastic substrates found in today's wearables whilst retaining all the advantages of printing on to a sheet of plastic. Using Conductive Transfer's technology, valuable new functionality including sensors, heaters and surface mount components can easily be added to existing garment designs whilst retaining high levels of comfort. As well as manufacturing circuits, Conductive Transfers can license the technology and provide a fully supported technology transfer programme. See www.conductivetransfers.com or email info@conductivetransfers.com to find out more.

About Atlantic Therapeutics

Atlantic Therapeutics develops professional and consumer medical devices, related software, apps and connected health technologies to treat all types of incontinence, sexual health dysfunctions, and others associated disorders by strengthening muscles and modulating nerves of the pelvic floor. INNOVO® from Atlantic Therapeutics is a unique, wearable, patented CE Marked and FDA Cleared device that delivers a safe, clinically effective and comfortable therapy to treat reversible clinical conditions associated with pelvic floor weakness in the comfort of the user's own home. Learn more at: www.restorethefloor.com/



New INNOVO®
from Atlantic Therapeutics

References

1. The Urology Care Foundation (2018) Available at: [<http://www.urologyhealth.org/>] (Accessed: 24th August 2018).