

# Conductive Transfers Licences Breakthrough Printed Circuit Technology to Leading Femtech Brand INNOVO®

- First-in-world licence of stretchable electronic circuit technology developed by pioneering Barnsley company
- INNOVO is a unique and clinically proven home-based treatment for stress urinary incontinence, a condition that impacts 1 in 3 women worldwide
- Global exclusive licence agreement for this application will help drive Conductive Transfers plans to expand its commercial offering and accelerate company growth
- The licence will support the scale up of Atlantic Therapeutics commercialization activities into their core US & UK markets & beyond

BARNSELY (UK), X July 2021 - Conductive Transfers, the manufacturer of stretchable electronic circuits for e-textiles, today announced it has exclusively licenced its printable, stretchable electrode technology to Atlantic Therapeutics, one of the leading femtech brands globally, for their groundbreaking INNOVO® wearable stress urinary incontinence (SUI) therapy.

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. This patented technology is part of Conductive Transfers' portfolio of patent pending e-textile technologies which includes printed heaters, hybrid circuits which incorporate surface mounted silicon chips and seam crossing technology.

The licence agreement will support the expansion of Atlantic Therapeutics' commercialization activities in the core US and UK markets for its INNOVO technology to treat urinary incontinence. Also known as bladder weakness, urinary incontinence is a stigmatised condition that impacts one in three women worldwide, having a profoundly negative impact on quality and enjoyment of life.

Atlantic Therapeutics has established the INNOVO brand as the leading innovation in non-invasive, wearable neuromuscular electrical stimulation. The device acts to strengthen the pelvic floor and thereby treat the underlying cause of bladder weakness. Today, the market for disposable products to manage this life-limiting condition, such as pads and liners, is growing significantly worldwide. These non-curative, symptom-masking solutions carry a significant lifetime cost and are environmentally unsustainable. For the 1 in 3 women living with UI, INNOVO offers a revolutionary solution to bladder leaks, helping them to break free from their daily reliance on pads and diapers.

Commenting on the licence agreement, Paul Brook, Director of Conductive Transfers, said: We are delighted to further develop our partnership with Atlantic Therapeutics. It is particularly pleasing to be a supplier for INNOVO with its positive impact on thousands of women's lives globally. This licence agreement is also an important milestone in the growth of our business as we broaden our business model to include IP licensing alongside the manufacture of e-textile circuits for medical, automotive and apparel markets globally.



Atlantic Therapeutics CEO, Susan Trent commented: “We are proud to have the support of Conductive Transfers as a key partner in bringing this unique, clinically proven, safe and effective SUI treatment to women everywhere. They have been fantastic partners of Atlantic Therapeutics for a number of years, and we are so pleased to be taking the next step in our relationship with this exclusive licence agreement, which will benefit both companies enormously. Thanks to the truly innovative Conductive Transfers technology, INNOVO is curative, it’s convenient, it’s comfortable and it’s cost effective.”

**For further information about Atlantic Therapeutics or to arrange interviews, please contact Danny Forde, Director of External Relations, Atlantic Therapeutics [dforde@myinnovo.com](mailto:dforde@myinnovo.com) or +353 85 282 33 40**

**For further information about Conductive Transfers please contact Mark Catchpole, Commercial Director, Conductive Transfers, [mark@conductivetransfers.com](mailto:mark@conductivetransfers.com)**

## **NOTES FOR EDITORS:**

### **About INNOVO®**

INNOVO is an FDA-Approved, CE-marked treatment for women suffering from Stress Urinary Incontinence. It works by delivering clinically proven, safe, non-invasive pelvic-floor stimulation via unique wearable technology. In the privacy of their own home, women can simply pull on a pair of exercise shorts for a 30-minute pelvic floor workout. Innovative NMES (neuromuscular electrical stimulation) technology embedded in the INNOVO shorts does the work to strengthen and re-educate their pelvic floor muscles, giving women the opportunity to live a leak-free life in as little as three months. Extensive exceptional clinical trial outcomes conducted on over 600 subjects consistently confirm improvements in key outcomes, symptoms and acceptability.

### **About Atlantic Therapeutics**

Based in Galway, Ireland and Boston, MA, Atlantic Therapeutics develops consumer medical devices, related software, apps and connected health technologies to treat all types of incontinence. The company's mission is to improve the quality of life of millions of people each year, by enabling them to restore and strengthen their pelvic health, this regaining the confidence and control to lead and active lives. Atlantic Therapeutics has attracted both international VC investment and enterprise grant funding and is now poised to begin this exciting new phase of growth and establish itself as the leading Femtech solution provider to treat SUI. For more information, please visit [www.myinnovo.com](http://www.myinnovo.com).

### **About Conductive Transfers**

Conductive Transfers has developed a fantastic new technology to screen print stretchable electronic circuits for e-textiles. The process results in circuits that are thin, light, stretchable, washable, durable and cost effective. This patented technology is part of Conductive Transfers' portfolio of patent pending e-textile technologies which includes printed heaters, hybrid circuits which incorporate surface mounted silicon chips and seam crossing technology. All of these technologies are available for licensing to customers. Since the business was founded in 2017, we have been supplying samples and prototypes to numerous customers globally, entering full production for Atlantic Therapeutics in 2018. We have seven staff who are highly experienced with printing circuits, production processes and electronics. Our 11,000 sq.ft factory located near Barnsley, England is equipped with state of the art screen printing technology with the capacity to serve numerous customers.