



**PRESS RELEASE**  
**For Immediate Release**  
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## **New Merino Wool Compression Technology Showcased at EVF in Florence, Italy**

28-30 June 2012— **Encircle® Compression Therapy** was exhibited for the first time in Europe this week at the European Venous Forum held in Florence, Italy. Made from ultra-comfortable merino wool, these innovative products caused quite a stir with the 355 delegates with its long list differentiated benefits, and look set to change the face of compression therapy.

Compression experts from around the world attended the event and were hugely impressed with the excellent natural benefits and ingenious design components inherent with the Encircle product:

- A two-layer garment system (incorporating three inner fabric layers designed by material scientists for optimum moisture management) providing the ideal next-to-skin system
- A patented bridged-zipper release permitting ease of application as well as temporary pressure release increasing patient compliance and continued use



Fig. 1 Innovative, multi-purpose compression garments

- Naturally antimicrobial & antibacterial, the products are strongly odour-inhibiting (as the growing list of performance athletes converting to merino wool will attest)
- Merino naturally regains its size after washing meaning the product keeps on working as intended (whereas synthetic products immediately increase circumference by 10-15%)

- Encircle's material-embedded alignment and compression-level indicators, plus the newly developed, user-friendly specification kits add to the simple elegance of the products.



Fig. 2 Easy-to-use specification chart for clinicians and OTC/pharmacy use

### **More About Encircle Technology**

The Encircle devices introduce a patented two-layer design providing the wide ranging natural benefits of merino wool in the next-to-skin area plus state-of-the-art compression for below-the-knee venous disorder treatment.. The sock-like garments are composed of an innovative proprietary material made up of three fibers. The first is the merino, composed of keratin, (also found in the outer layer of the human skin) and the second, Thermocool, is an advanced warming and cooling polyester which can channel out moisture from the skin as well as warm when conditions require, thus enhancing the natural characteristics of merino. The third fiber is elastane, which provides high levels of continued elasticity.

### **International Launches**

Sales commenced in New Zealand and Australia late in 2011 and with CE marking achieved in 2012 and FDA compliance underway, distributor partnerships are currently being developed across Europe, into the Americas, SE Asia and the Middle East. Sales growth has been immediate in the first two markets with initial product orders consumed rapidly and multiple re-orders well underway.

Sales will commence in the UK in September via a distributorship partnership established with SpinTECH (a newly formed joint venture with HealthyStep). Pre-order sales interest is already extremely high. Other markets across Europe will roll out soon after and orders can be accommodated from the New Zealand and Vietnam manufacturers in the interim.

## **About Encircle Medical Devices**

Encircle Medical Devices is part of the Lempriere group of companies (the largest wool trading company in the Southern Hemisphere) and along with the New Zealand based The Merino Company (TMC) has made great strides to provide the largest vertically-integrated wool company in the world with the formation of Encircle as its medical commercialization unit.

Merino wool is known to provide the highest levels of next-to-skin comfort, and with its range of natural health benefits it is the perfect material to evolve into the medical arena.

As Ray Lewis, CEO for Encircle Medical Devices put it: “With such a huge portion of the growing population of over 45s reportedly suffering some sort of venous disorder, these products are hitting a real need in the marketplace.”

“Encircle products have been designed with many years of expert input from materials scientists, vascular surgeons & product design specialists. Generous funding support has been provided by the New Zealand government via its Ministry of Science and Innovation as well as New Zealand Trade & Enterprise.”

“The genius of the design is in its effective simplicity, and as a natural product it is meeting consumer needs and preferences in one. We see that the diverse range of benefits will maximize the base human need for comfort and a healthy vascular system in the vitally-important lower limb.”

Mr. Lewis added: “With interest already apparent around the world - and proactively coming to us, our first priority is to partner with the right organizations in the right territories at the right time.”

“The success of this conference and exhibition, and the excellent feedback we have received from all the medical experts we have spoken to, represent a great testament to the huge efforts across many years to make every detail and design component of Encircle the best it could be. The EVF show and ideal delegate audience will certainly help bring these great products on to the world stage for compression therapy and vascular treatments.”

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