

Enhanced Technology SURGIMESH® WN Inguinal Hernia Repair Configurations Introduced To The US Hernia Repair Market Effective In Capturing Additional Competitive Share

Date: April 18, 2011. – BG Medical, Chicago, IL/PR Newswire



Chicago, IL, Date: April 18, 2011 Enhanced Technology SURGIMESH® WN Inguinal Hernia Repair Configurations Introduced To The US Hernia Repair Market Effective In Capturing Additional Competitive Share

Through the diligent efforts of the BG Medical – Aspide Medical partnership and creative surgeon input based upon use of non-woven, microfiber polypropylene SURGIMESH WN, BG Medical is pleased to announce the introduction of three new and unique configurations. They encompass:

- 1) SURGIMESH WN T1115-8TW – a tear drop shaped configuration with twin pockets that afford the hernia surgeon increased control over insertion and help with optimal placement of mesh during open inguinal pre-peritoneal procedures,
- 2) SURGIMESH WN T1116-8XD – a kidney shaped configuration with lasered indicators outlining areas on the mesh sheet that the hernia surgeon can use in optimizing placement and fixation of the configuration in laparoscopic inguinal procedures – a proprietary feature of the product is an indicator that provides the surgeon the ability to fashion the mesh sheet into three dimensional shape, improving the fit of the mesh in tight pelvic situations,
- 3) SURGIMESH WN T1418-8XD – a kidney shaped configuration with lasered indicators outlining areas on the mesh sheet that the hernia surgeon can use in optimizing placement and fixation of the configuration in laparoscopic inguinal procedures – a proprietary feature of the product is an indicator that provides the surgeon the ability to fashion the mesh sheet into three dimensional shape, improving the fit of the mesh in tight pelvic situations.

Through early clinical use these SURGIMESH WN configurations have been shown to provide hernia surgeons all the benefits of non-woven, microfiber polypropylene – No Mesh Pain or Sensation, One-Size-Fits-All Trimmability, Reduced Risk of Recurrence and Complication and Quick, Complete & Vascularized Tissue Incorporation – with the additional advantages of improved Ease of Placement & Use to help the hernia surgeon complete hernia repairs more quickly and with greater control.

These attendant advantages have fostered the growth in SURGIMESH WN inguinal hernia market share with minimal cannibalizing effect on existing configurations. SURGIMESH territories across the US have reported increased competitiveness from the availability of these configurations with successful penetration of competitive accounts. For additional information on SURGIMESH hernia repair configurations visit the www.surgimesh.com web site.

About BG Medical

BG Medical is a unique Sales and Marketing Distribution Partner for next-generation medical devices and disposables. BG Medical partners with companies having high margin, breakthrough technology platforms with a potential for significant market development. Our goal is to provide our partners with the significant market share gain and the presence necessary to become leaders in given market segments. We accomplish this with our highly trained, dedicated and segment focused US wide Sales and Marketing Team.

BG Medicals core competencies include General and Laparoscopic Specialty Surgery, Thoracic, Urogynecologic,

Colorectal and other emerging minimally invasive surgical platform applications. For additional information visit BG Medicals web site at www.bgmedicaldevice.com

BG Medical is the exclusive US distributor for SURGIMESH and other advanced medical device technologies.

About Aspide Medical

Aspide Medical of St. Etienne, France, celebrating 15 years of healthcare innovation, manufactures thousands of medical devices each year which are distributed worldwide. Aspide Medicals vast expertise in developing medical device technologies for the treatment of digestive, urologic, gynecologic, and aesthetic surgeries has brought a number of breakthrough advances in these and other diversified healthcare markets. Maintaining a commitment to the latest ISO Quality Standards, state-of-the-art manufacturing and automation, Aspide Medical continues to excel in several specialty healthcare markets requiring surgical intervention. For more information, visit Aspide Medicals web site at www.aspide.com