Medical Device Puerto Rico, Booth 517

Prent Wins Only 2010 WorldStar Award for a Medical Package

JANESVILLE, WI—July 27, 2011— Prent Corporation was recently honored with the only 2010 WorldStar Award for a medical package by the World Packaging Organization. This is Prent's 13th WorldStar Award.

The winning thermoformed design is helping Cook Urological, a leading global medical device manufacturer, significantly reduce packaging costs by slashing tooling costs, per package costs and assembly costs.

UNIVERSAL PACKAGE ACCOMMODATES BOTH CURRENT AND NEW DEVICES

Prent's universal thermoformed clamshell accommodates 35 different Nitinol Basket product line options, including two different handle configurations. The baskets are used for urinary tract stone manipulation and removal.

"As Cook continues making refinements in it medical device line, our universal package design will help them easily accommodate both existing and new devices, including those with

different handles, triggers and product configurations," explains Joseph T. Pregont, Prent Corporation President and CEO.

ONE-PIECE CLAMSHELL TRAY SAVES COSTS THREE WAYS

"Our design is also helping Cook reduce its packaging costs three ways," he explains. "First, the one-piece design is slashing tooling costs because it is thermoformed using just one tool die—rather than separate tools for trays and retainers.

"Second, we cut the cost per package by more than 25% with the one-piece design.

"Third, less assembly time is now required," points out Pregont, "since the one-piece clamshell can be loaded faster."

In addition, pouch abrasion is eliminated due to the design and location of a small, strategically placed fold-over hinge.

DESIGN SOLVES LOADING AND UNLOADING ISSUES

The one piece design—coupled with four undercut features inside the circular cavity—has improved the ease and control of loading and unloading the delicate spiral medical devices. The undercuts also reduce product damage and prevent the medical device from popping out of the package or out of the operating room's sterile field.

"These were some of our biggest concerns because loading and unloading damage was previously a common occurrence. I think the WorldStar judges agreed that our solution to the problem was pretty unique," explains Pregont.

PHOTO CAPTION: Prent Corporation's thermoformed package for Cook Urological's Nitinol Basket product line was the only design to win a 2010 WorldStar Packaging Award in the Medical Device Packaging Category. Prent's unique one-piece design is helping Cook reduce its packaging costs by slashing tooling costs, per package costs and assembly costs.

ABOUT PRENT CORPORATION: Prent Corporation is the world's leading designer and manufacturer of custom thermoformed packages for the medical device and electronics industries. Headquartered in Janesville, WI, USA, it operates facilities in China, Singapore, Malaysia, Denmark, Puerto Rico, Arizona and Wisconsin.

WORLDSTAR AWARDS: WorldStar Awards are the pre-eminent international award in packaging and creates a living standard of international packaging excellence from which others

may learn. WorldStars are presented only to those packages which, having already won recognition in a national competition and are judged by an expert panel against similar packages from around the world. WorldStar Awards are based on the judges' consensus that a package is superior in its own right and better in its class in execution or innovation by comparison. Prent's package for the Cook Nitinol Basket had previously won an AmeriStar from the IoPP (Institute of Packaging Professionals) for the package's design innovations.

COOK UROLOGICAL: Founded in 1963, Cook Medical pioneered many of the medical devices now commonly used to perform minimally invasive medical procedures throughout the body. Cook Urological was established to provide professionals in urologic healthcare with minimally invasive diagnostic and therapeutic technology. The company is recognized worldwide for innovation in stone management, diagnostic and therapeutic products for the urinary system, and biomaterials for the treatment of stress urinary incontinence.

CONTACT:

Vicki Damron, Prent Marketing Director,
01.608.751.1409
vdamron@prent.com