

Nanosonics partners with Sakura Seiki

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Partnering with Japan's leading organisation in infection prevention provides Nanosonics a great opportunity to successfully introduce the trophon technology into the Japanese market.



Nanosonics has entered into a strategic relationship with Sakura Seiki Co. Ltd, one of Japan's leading organisations in infection prevention, for the introduction of trophon EPR into the Japanese market. trophon EPR is a high level disinfection system that is fast and simple. Disinfection takes place in an automated, closed system and uses a vaporized hydrogen peroxide solution.

Sakura Seiki is a highly respected brand in the area of infection prevention in Japan. It is a nationally recognised leader in the development, manufacture, sale, and service of washer and sterilizer devices for healthcare, industrial, pharmaceutical and food markets. The organisation has a large footprint in hospitals across the whole of Japan with sales operations servicing all regions.

Entering the Japanese market is an important aspect of Nanosonic's ongoing strategic growth program and partnering with Japan's leading organisation in infection prevention provides Nanosonics a great opportunity to successfully introduce the trophon technology into the Japanese market.

Sakura Seiki has the experience, reach and relationships to work with hospitals, relevant associations and key opinion leaders to elevate the importance of ultrasound probe decontamination as an important factor in minimising risks associated with cross contamination in the clinical setting. It is expected that guidelines in Japan will be reviewed in light of changing global trends in ultrasound probe decontamination and Sakura Seiki is well positioned to participate in and help shape new practices due to their expertise in this area. This new relationship also opens the possibility for further distribution opportunities associated with innovations that are in the R&D product pipeline of Nanosonics into the Japanese market.

Local clinical studies are planned to support the establishment of Japanese specific guidelines on ultrasound probe decontamination and Nanosonics will dedicate Japanese staff to support Sakura Seiki with these local clinical and marketing initiatives over the next six months. As part of the market entry strategy, Sakura Seiki will also work actively with the ultrasound companies in Japan.