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Mundipharma to market Korea's Medifoam

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Singapore: Singapore based pharmaceutical company, Mundipharma has collaborated with Korean firm Genewel for licensing and promotion of its Medifoam (marketed as BETAplast outside Korea), a moist wound dressing product.

Under the license agreement, Mundipharma will have exclusive rights to distribute and promote Medifoam in Asia, Middle East and South America

Medifoam, developed by Genewel, is a polyurethane hydrocelluar dressing that provides a moist environment for the wound area to promote proper wound healing. The product leaves fewer scars behind when compared to gauze or bandages and is designed for a wide range of exuding wounds such as leg ulcers, foot ulcers, pressure ulcers and skin tears.

Marketed through various ETC (Ethical drug) and OTC (Over the Counter) product lines, including foam dressing, antiseptic impregnated dressing, natural polymer and film, Medifoam is used for burn treatment, post-operative wound care, chronic wound care, as well as general home use.

"We are delighted to add Medifoam to Mundipharma's wound care portfolio. Medifoam is an essential product suitable for all consumers and we see it establishing a strong presence in households everywhere much like BETADINE," said Mr Raman Singh, president, Mundipharma Asia Pacific, Latin America, Middle East and Africa. "We look forward to identifying and introducing more successful domestic products to our other markets in the near future that benefit both physicians and consumers alike."

Mr Byung-Hyun Moon, CEO, Genewel, said, "Medifoam is recognized for its excellent efficacy and is the current market leader in the moist wound dressing market. The combination of Genewel's product, developed solely by Korean technology, and the global network of Mundipharma, a worldly-renowned pharmaceutical company, is strategically ideal. This partnership will become a stepping stone for Medifoam's growth as a global brand."