

Fisher and Paykel products win design awards

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Singapore: Two of Fisher and Paykel (F&P) Healthcare's products have won design awards at the iF (International Forum) Design Awards in Germany. The products were Optiflow[®] Junior nasal cannula and the F&P Pilairo[®] nasal pillows mask. Based in Europe, the iF Design Awards have been recognizing international product design excellence since 1953 and is today among the most important awards of its type worldwide.

This follows from an earlier success at the New Zealand BEST Awards held in October, where the Optiflow Junior nasal cannula won Gold and Purple Pin prizes. The BEST Design Awards is the annual showcase of excellence in graphic, spatial product and interactive design, with entries judged best in each category awarded the Gold Pin and the supreme Purple Pin awarded for work that raises the bar of New Zealand design.

Mr Dominic Russo, BEST awards judge and Victorian president of the Designers Institute of Australia, had said that, "Optiflow Junior is an exceptional piece of design work that demonstrates the power of a high-level human-centred approach to design

underpinned by significant 'upfront' research, design insights and technical development work and it demonstrates leadership in the field, and revolutionises the care of seriously ill infants".

"These awards are recognition of our commitment to patient and clinician-centric design principles, and our substantial resource and financial commitment to research and development" commented Mr Michael Daniell, Fisher & Paykel Healthcare's chief executive officer. "Customer response to these new medical devices has been very positive and the awards are another indication that our solutions are world-leading".