



## **Guerbet successful in the Red Dot Award 2015: FlowSens® receives a design quality award**

**Villepinte, 28 April 2015 - Guerbet**, a global specialist in contrast agents and solutions for medical imaging, announces that **FlowSens®** won over the 38-member jury of the Red Dot Award: Product Design 2015. With its innovative dual soft bag injector for CT imaging, Guerbet proved its design excellence in the most important competition for product design, which is celebrating its 60th anniversary this year.

The international experts discussed and assessed each of the 4,928 entries from 56 countries. But only the designs that won over the jury with their quality and innovative power were given an award. The FlowSens® injector succeeded in convincing the jury members, deservedly winning the sought-after Red Dot seal of quality. Throughout the world and across different industries, Red Dot is seen as the award for high design quality.

The international Red Dot jury bestows the sought-after seal of quality only on those products that stand out clearly from comparable entries thanks to their excellent design. The following criteria were taken into account: degree of innovation, functionality, durability, symbolic and emotional content, product periphery, self-explanatory, quality and ecological compatibility.

Ergonomic and easy-to-use, FlowSens® aims at meeting the practical requirements of radiologists and radiographers. The soft bag injector is the only one on the market which combines a hydraulic syringe-free injection system with intuitive usage and safeguarding of procedures at every stage of the injection. CE Marked in the first quarter of 2014, FlowSens® is marketed in Europe, in Korea and will be launched gradually in other regions of the world.

Professor Dr Peter Zec, Founder and CEO of the Red Dot Award: “For 60 years, the most-respected design experts have been convening every year in Essen to seek out the best designs. This year we had a record number of almost 5,000 entries – a huge amount of work for our jury members, who assessed each individual product, and a special value of the distinction due to the high standard. The laureates of the Red Dot Award: Product Design 2015 have demonstrated exceptionally high achievements and have thus been deservedly successful in the world’s largest design competition.”

# Press release

## About Guerbet

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Guerbet is a pioneer in the contrast agent field, with almost 90 years' experience, and is the only pharmaceutical group dedicated to medical imaging worldwide. It offers a comprehensive range of X-Ray, Magnetic Resonance Imaging (MRI) and Interventional Radiology and Theranostics (IRT) products, along with a range of injectors and related medical devices to improve the diagnosis and treatment of patients. To discover new products and ensure future growth, Guerbet devotes significant resources to R&D, spending around 9% of its sales each year. Guerbet (GBT) is listed on NYSE Euronext Paris (Segment B – Mid Caps) and generated revenue of €409 million in 2014. It had a total workforce of 1,461 employees at 31 December 2014.

For further information about **Guerbet**, please go to [www.guerbet.com](http://www.guerbet.com)

## About FlowSens®

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FlowSens® is an innovative solution for the injection of contrast agents and saline solution in CT imaging. It includes a dual soft bag injector (class IIb, CE marked), a complete range of associated disposables (class IIa, CE marked) and services. The injector is adapted to single or multi-patient markets, mono or bi-liquid uses. It is available in pedestal or ceiling-mount versions. FlowSens® is a registered Guerbet trademark.

For further information about FlowSens® please go to [www.flowsens.com](http://www.flowsens.com)

*The FlowSens® injector is designed for intravenous injection of contrast agent and saline solution for CT scan examinations. The device is a regulated healthcare product and carries, in line with this regulation, the CE marking. Class: IIb. Notified body: LNE G-Med (CE 0459). Manufacturer: Medex, 240 allée Jacques Monod, 69800 Saint-Priest, France. Refer to the product instruction for use for full information on precautions and the correct use of the medical device. Intended for healthcare professionals.*

## About the Red Dot Award:

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The Red Dot Award was created in 1955 by Design Zentrum Nordrhein Westfalen. With 4,928 innovative entries from 1,994 participants, from 56 countries in 2015, the « Red Dot Award » is not only the largest and most recognized product competition in the world, but also the most international.

The “Red Dot” award, is the revered international seal of outstanding design quality. All award-winning products are presented in an online exhibition and in the Red Dot Design Museum in Essen (Germany).

More information is available at [www.red-dot.org/press](http://www.red-dot.org/press).

## Contacts

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