

> **PRESS RELEASE / 3 April 2017**

Coloplast wins prestigious design award for high quality design

Coloplast's Wound Care product, Biatain®Silicone sizes & shapes – has been awarded with the Red Dot award¹; an internationally recognised consumer award that focuses on user experience and aesthetics of products.

Since 1954, the Red Dot Award has been a global benchmark for design and innovation focusing on the user experience and aesthetics of a wide range of consumer products. This year, Red Dot received 5500 submissions from 54 countries and all of the products entered were assessed by an independent and international jury of experts.

Coloplast Wound Care's entry of the Biatain Silicone sizes & shapes, has been measured successfully against innovative design across various industries and awarded a Red Dot Award as one of the globally most outstanding product designs in 2017.

The Biatain Silicone products are soft, flexible, absorbent foam dressings with a silicone adhesive used for treating chronic & acute wounds. Biatain Silicone sizes & shapes is an extension to the Biatain Silicone product range with eight new sizes and shapes designed to conform to the different areas of the body.

"We are very proud and pleased to have won a Red Dot Award, which is an internationally recognised quality label for great design. The Biatain Silicone sizes & shapes products are designed according to the Coloplast Design DNA, meaning that our users will experience not only a product which provides superior absorption and faster healing, but also an intuitive and non-medical looking product with a life-style oriented design," says Pernille Singer, Vice President, Research & Development, Wound & Skin Care at Coloplast.

Biatain Silicone sizes & shapes wins with patients as well²

Besides the recognition from Red Dot, a survey among more than 200 patients from Germany, Italy and France shows that 8 out of 10 rate Biatain Silicone sizes & shapes better or much better compared to the dressings they normally use. They especially highlight the superior absorption, better comfort and better flexibility of the products.

The majority of the surveyed patients find the dressing easy to apply and intuitive to use and all of them find that it has a comfortable fit and is easy to remove. Asking the patients about the new sizes & shapes ability to conform to the different shapes of the body, 9 out of 10 respond that the products fit to the difficult-to-dress areas better than a square shape.

"No wound is square and health care professionals told us they needed a wider portfolio that was able to suit the challenges with difficult-to-dress areas of the body. With the Biatain Silicone sizes & shapes, we have developed an innovative product that provides both a secure and flexible fit to the different body areas. We believe that the full Biatain Silicone portfolio will make a positive change for many people around the world living with exuding, chronic and acute wounds", ends Pernille Singer.

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Coloplast develops products and services that make life easier for people with very personal and private medical conditions. Working closely with the people who use our products, we create solutions that are sensitive to their special needs. We call this intimate healthcare. Our business includes ostomy care, continence care, wound and skin care and urology care. We operate globally and employ more than 10,000 employees.

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¹ Red Dot Design Award 2017

² Data on file, Coloplast 2017, Biatain Silicone product evaluation



reddot award 2017
winner



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Fact sheet – Biatain Silicone sizes & shapes, patient survey and Red Dot Award

Biatain Silicone sizes & shapes is commercially available in 14 markets including DE, FR, UK, ES, Nordics, NL, IT AT, CH, AU, ZA, CA.

The Biatain Silicone products are soft, flexible, absorbent foam dressings with a silicone adhesive used for treating chronic and acute wounds. Biatain Silicone sizes & shapes was launched in 2016 as an extension to the Biatain Silicone product range with six new sizes and shapes designed to conform to the different areas of the body.

Biatain Silicone – product benefits

Superior absorption

The Biatain Silicone dressings have a layered construction that locks in exudate and delivers superior absorption¹⁻³. A combination of a unique 3D polymer foam, lock away layer and a soft perforated silicone layer ensure that exudate is absorbed and it locks away fluid even under compression¹⁻³. These fluid-handling properties of Biatain Silicone ensures efficient control of exudate thus minimizing risk of maceration and periwound skin damage.

Conformability and comfort

The soft and flexible design of Biatain Silicone ensures a close fit to wound and body, and the foam pad at skin level makes Biatain Silicone comfortable to wear – even under compression. When in contact with exudate the 3D foam of Biatain Silicone conforms closely to the wound bed ensuring an optimal wound healing environment.

Easy application and removal

Biatain Silicone has a turquoise 3-piece non-touch opening and offers an intuitive and aseptic application. The soft dressing with silicone adhesive ensures minimal pain upon removal.

Bacteria- and shower proof

Biatain Silicone is designed with a protective and semi-permeable top film that is waterproof and provides a bacterial barrier.

Biatain Silicone sizes & shapes

The Biatain Silicone sizes & shapes are based on the Biatain Silicone product construction and offers six additional sizes to the Biatain Silicone product portfolio. The six new products are designed for curves and difficult- to-dress areas (e.g. elbows, knees, shoulders).

No wound is square. That is why we have partnered with healthcare professionals to develop the ideal dressing shape for every wound type and every patient. Our new and improved Biatain Silicone portfolio is designed to ensure a gentle and secure fit for a wide range of acute and chronic wounds - all while providing the superior absorption that paves the way for faster healing.

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Biatain Silicone – design elements⁴⁻⁵

Biatain Silicone is designed according to the Coloplast Design DNA. This means that our users will experience an intuitive and non-medical looking product with a fresh, lifestyle-oriented design.

Discreet and honest design

Unlike many other dressings in the market, which try to imitate skin colour, Biatain Silicone is designed in a cool grey colour.

Although a vast number of beige and skin colour tones were investigated, in the end a translucent, slightly cool grey colour was chosen to communicate an honest, fresh and neutral appearance on skin. The translucency is balanced to hide exudate without covering it completely.

Turquoise touch points

Indicates where to open and handle the product by guiding the user to the more intense colour.

Cool grey dots for increased discretion and soft appearance

The unique Coloplast dot pattern elegantly refines and softens the visual appearance of Biatain Silicone. At the same time the dot pattern helps remove some of the drama by visualising a barrier to the exudate. Our pattern is carefully scaled and the cool grey colour chosen to fit the product to be visible and yet remain discreet and subtle.

Soft and flexible materials

The materials are gentle and comfortable against the skin. They are waterproof and the mat surface texture provides low friction against clothing and bed sheets.

About the patient survey

The patient survey was a product evaluation conducted among 205 wound care patients from Italy, Germany and France.

About the Red Dot Design Award

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by Design Zentrum Nordrhein Westfalen and is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. More information is available at www.red-dot.org.

1. Cartier H et al. Wound management with the Biatain® Silicone foam dressing: A multicenter product evaluation. *Wounds International* 2014;10(4).
2. Andersen MB & Marburger M. Comparison of 24 hours fluid handling and absorption under pressure between ten wound dressings with silicone adhesive. Presented at EWMA 2015.
3. Data on file, Coloplast 2015 (0100485).
4. Coloplast Design DNA
5. Biatain Silicone Design Journey (0040964)

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