

## News

Monday, 12 Mar, 2007

### New Image Revealed

Smiths Medical, part of the global technology business Smiths Group, today announced the launch of a new corporate image that will allow customers to select Smiths Medical devices from a consolidated portfolio of 12 trusted brands. All labeling and packaging will clearly and uniformly display the appropriate brands to make it easier for customers to identify their favorite Smiths Medical products.

One of the world's leading manufacturers of medical devices, Smiths Medical has adopted a new tagline - "bringing technology to life" - and is consolidating more than 120 well-known names into 12 easily recognizable brands. As a result of these changes, Smiths Medical is also devising a new look to better reflect the diversity of its product portfolio and the integration of its worldwide business.



Categorized as Critical Care and Safety Devices, Medication Delivery and Patient Monitoring, Smiths Medical products will be recognized by 12 brands that clinicians have known and trusted for many years. Smiths Medical airway management and respiratory care products, regional anesthesia, and peripheral block systems will now carry the **Portex**<sup>®</sup> name. **CADD**<sup>®</sup> and **Medfusion**<sup>™</sup> brands will identify ambulatory and acute care infusion pumps. Vascular access and sharps safety products will be marked as **Jelco**<sup>®</sup>, long term vascular access systems as **Deltec**<sup>®</sup>, insulin technology systems as **Cozmore**<sup>®</sup>, and veterinary medicine solutions as **SurgiVet**<sup>®</sup>. All pressure monitoring devices will feature the **Medex**<sup>®</sup> name, while the **Pneupac**<sup>®</sup> brand will apply to transport ventilator systems. Temperature management products will all be designated as **Level 1**<sup>®</sup> and patient monitoring systems as **BCI**<sup>®</sup>. Smiths Medical International will continue to offer its **Wallace**<sup>®</sup> assisted reproduction portfolio of products.

The identity change will also entail several cosmetic modifications. Smiths Medical signage will incorporate its "bringing technology to life" tagline under the company name at all of its sites. The 12 designated brands will be visually represented in streamlined, individually-colored "lozenge" designs and grouped to represent Smiths Medical's global identity. All labeling, packaging, and business cards will incorporate the brand changes and will consistently represent the company's new identity.

"We have taken the same standards of style and innovation that make our products exceptional and applied them to our corporate image," said Srinivas Seshadri, Group Managing Director of Smiths Medical. "The new Smiths Medical image is an evolution of our visual identity. It represents our renewed commitment to and focus on our customers and our global reputation as a well-established, leading medical device manufacturer."

He added: "Smiths Medical will continue to deliver the same quality products clinicians have come to trust and rely on over the years and remains devoted to developing products that enable clinicians to improve patient outcomes. Our new identity retains all of Smiths Medical's unique brand values and strives to better convey the breadth of our product portfolio."

**Smiths Group**

Smiths is a global technology company, listed on the London Stock Exchange. Smiths Group is a world leader in the practical application of advanced technologies. Its products and services make the world safer, healthier and more productive. Smiths Group has four divisions: Aerospace, Detection, Medical and Specialty Engineering. It employs 32,000 people and has over 250 major facilities in 50 countries. On 15 January 2007 Smiths Group announced the sale of Smiths Aerospace to General Electric Company (GE), which remains subject to regulatory and shareholder approvals. For more information visit [www.smiths.com](http://www.smiths.com)

**Smiths Medical**

Smiths Medical is a supplier of specialist medical devices to global markets. Smiths Medical comprises three product groupings: Critical Care and Safety Devices, Medication Delivery, and Patient Monitoring. Smiths Medical customers include hospitals and other healthcare providers worldwide. Smiths Medical employs nearly 7,500 people. For further information visit [www.smiths-medical.com](http://www.smiths-medical.com).