Features Include Online Ordering for Nearly 900 IVD Products

The Associated Press

EDEN PRAIRIE, Minn.--(BUSINESS WIRE)--May 22, 2012-- SurModics, Inc.

(Nasdaq:SRDX), a leading provider of surface modification and in vitro diagnostic (IVD) technologies to the healthcare industry, is pleased to announce the launch of its new website, www.surmodics.com.

The website, revealed earlier this year, reflects SurModics' strategic focus on its two core businesses: Medical Device Coatings-hydrophilic coatings that enable minimally invasive medical procedures; and In Vitro Diagnostics (IVD)-immunoassay reagents that improve the performance of in vitro diagnostic test kits. The two businesses are now fully represented on the new website.

"Today, customers and prospects can quickly and easily understand how SurModics can collaborate with them to achieve their objectives," says Gary Maharaj, President and CEO of SurModics.

The new site includes the ability for researchers, IVD test kit manufacturers, and other customers to purchase nearly 900 IVD products online. This provides an added level of convenience for customers to get the critical components they need to develop world-class assays and diagnostic tests.

A recently expanded IVD product line is also showcased on the site, including the newest family of IVD products - the StabilBlot(TM) Blocker Family. This product family enhances sensitivity and blocks non-specific binding in blotting applications. For customer convenience, they offer product options in bulk and custom dispenses.

Medical device customers seeking specific coating solutions will appreciate how quickly they can identify the type of medical coating technology they need-including lubricious, hemocompatible and drug delivery-and the variety of market applications SurModics has successfully coated.

Both the Medical Device and the IVD sections of the website feature video, product information, posters, presentations, white papers, and other useful downloads. The site also provides a glossary, specific to each division, which assists visitors with any unfamiliar terms.

"Our new website was designed to provide responsive, knowledgeable support to our valued customers," notes Maharaj. "More than ever, they can count on us to help improve the performance of medical devices and diagnostic tests that treat and detect disease." About SurModics, Inc .

SurModics' mission is to exceed our customers' expectations and enhance the well-being of patients by providing the world's foremost, innovative surface modification technologies and in vitro diagnostic chemical components. The Company partners with the world's leading and emerging medical device, diagnostic and life science companies to develop and commercialize innovative products designed to improve patient diagnosis and treatment. Core offerings include surface modification coating technologies that impart lubricity, prohealing, and biocompatibility capabilities; and components for in vitro diagnostic test kits and microarrays. SurModics is headquartered in Eden Prairie, Minnesota. For more information about the Company, visit http://www.surmodics.com. The content of SurModics' website is not part of this release or part of any filings the Company makes with the SEC.

CONTACT: SurModics, Inc.

Timothy J. Arens, 952-500-7000 Vice President of Finance and interim Chief Financial Officer KEYWORD: UNITED STATES NORTH AMERICA MINNESOTA INDUSTRY KEYWORD: ONLINE RETAIL HEALTH BIOTECHNOLOGY HOSPITALS MEDICAL DEVICES RETAIL GENERAL HEALTH SOURCE: SurModics, Inc.

Copyright Business Wire 2012 PUB: 05/22/2012 08:00 AM/DISC: 05/22/2012 08:00 AM http://www.businesswire.com/news/home/20120522005552/

Source URL (retrieved on *04/16/2014 - 7:53pm*):
http://www.mdtmag.com/news/2012/05/features-include-online-ordering-nearly-900-ivd-products?qt-recent_content=0