

Legal: Ivera takes another swing at rival catheter cap maker

Mass Device

Ivera Medical claims rival Catheter Connections falsely represents its catheter cap product as a product of U.S. manufacturing.



Ivera Medical is taking a new tactic in targeting rival Catheter Connections, accusing the company of falsely advertising its catheter protection caps as U.S.-made.

Ivera is asking for a jury trial to determine whether Catheter Connections' label, featuring a small factory-like icon beside the contact information for the company's headquarters in Salt Lake City, Utah, amounts to false advertising and unfair competition that have damaged its competitive standing.

"We are proud that our Curoc products are actually made in the USA," Ivera CEO Bob Rogers said in prepared remarks. "Given the importance many facilities place on buying American-made products, especially in U.S. Government hospitals like the VA and Department of Defense, it is just not acceptable to mislead customers about the manufacturer of a product like this."

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