



Innovation

Business Link bring together 'Menitest'

Business Link client Medaro Medical and Maddison Product Design have joined forces to develop Menitest.

Maddison Product Design, the award winning specialist product development company, has designed an instant Meningitis test for Petersfield based, Medaro Medical.

The Menitest™ has been designed to provide peace of mind for parents and is available from www.menitest.com.

Innovative designer

David Maddison, managing director, Maddison Product Design said: "We are absolutely delighted to have worked with Medaro Medical on this valuable design and very much look forward to working with them going forward." Colin Kemp of Medaro Medical said: 'We were keen to appoint Maddison because of their clear track record in medical device design.'

Maddison has won acclaim for its work developing new technology for medical devices, diagnostics, pharmaceutical packaging and delivery systems.

Inventor of the year

The device has already earned the Inventor Mrs Paul a Platinum award for Innovation at this year's 'British Invention Show' awards. 'Many parents, quite understandably, panic and get confused as to how to test their

child,' Liz says, herself a mother of three, 'the way parents react in the first few minutes of discovering the disease is crucial to their child's survival.'

Mark Barber,

Innovation Advisor at Business Link worked very closely with Medaro to obtain a grant for Research and Development, which did not materialise.

However Mark did introduce Medaro to Maddison and the result is Menitest.

The test kit is stocked in every branch of Lloyds pharmacy. Mark adds, 'I am really proud to be a part of this amazing product launch that can potentially save thousands of children's lives.'

Final thought... Meningitis affects about 4,000 people each year in the UK with a 10 per cent mortality rate, it can strike without warning.

Company overview

Established:
Sector:
No of employees:
www.menitest.co.uk

The business link service is available locally and provides the information, advice and support you need to start maintain and to grow a business.

For more information call 0845 600 9 006
or visit www.businesslink.gov.uk/southeast

