

Kangaroo Design and Innovation officially launches website to reflect Kangaroo's new company branding and services.

Initially an Industrial Design and Engineering house, Kangaroo has grown as a company and a team, increasing our capabilities and experience, to assist in the development and commercialization of innovations and technologies in the medical industry. The addition of several key figures who specialize in product innovation and business strategy, in conjunction with our recent collaboration with Borsuk, Israel, one of the largest and most respected Israeli contract manufacturers, forming Kangaroo Borsuk Toronto (KBT) we have strengthened our core capabilities. We believe we have created the go-to place for product development and of medical devices, instrumentation and technology products in Ontario.

Kangaroo's user centric design and creative services maintain a central roll in our approach to product development and the commercialization process. This creative mind set influences the entire PD process and gets backing and support from our multidisciplinary engineering departments.

For the early stage company, Kangaroo can serve as the strategic consultant to elucidate product requirements and conceptualize the design with the simultaneous goals of meeting the identified target market's needs perfectly,

taking into account all relevant stakeholders, and creating or strengthening the IP position. Once requirements and new product strategy are finalized, Kangaroo becomes the operational consulting group that delivers the full product design and engineering through a team of industrial designers, mechanical, software and electrical engineers, product and project managers. Kangaroo can then manufacture and deliver prototypes and refine the design through to short run and serial manufacturing with a QMS environment.

KDI offers seamless integration from the concept stage, through the various prototyping and development stages, into low volume through to contract manufacturing, from both strategic and operational perspectives. We act as a guide on the road to product launch, identifying milestones, barriers, risks and opportunities while applying resources effectively with priorities and constraints such as time, cost, quality and scope in mind. Kangaroo feels that it is imperative to understand the context of the client's business to ensure a successful product – we use proprietary methodologies to extract meaningful market and business information. We have assisted our clients in various ways through our industrial design-centric and multidisciplinary approach.

For more information please contact:

Carla Ring Herron

Director, Business Development

TEL (416) 258-0207

EMAIL carla@kangaroodesign.net

www.kangaroodesign.net