



Case Study:

HOOPS PACKAGING DEVICE

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Introduction

Cathardization and endoscopy tubes and are long biopsy systems, and though effective in their function, they are awkward components to package and ship. The packaging is often sent to doctors in crude plastic tubing, using clips to bind them together into a rough circle. It's wobbly, hard to store and aesthetically not very attractive for storage in surgical environments.



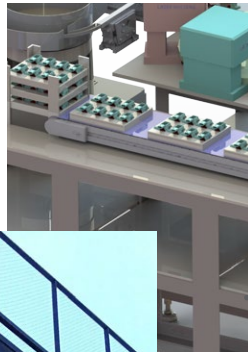
Michael Tucci,
CEO and President

Micro in Action

One day, when visiting a client for another matter, we asked about the packaging and offered to lend a hand with a new innovative solution – We felt that there must be a better way to approach it.

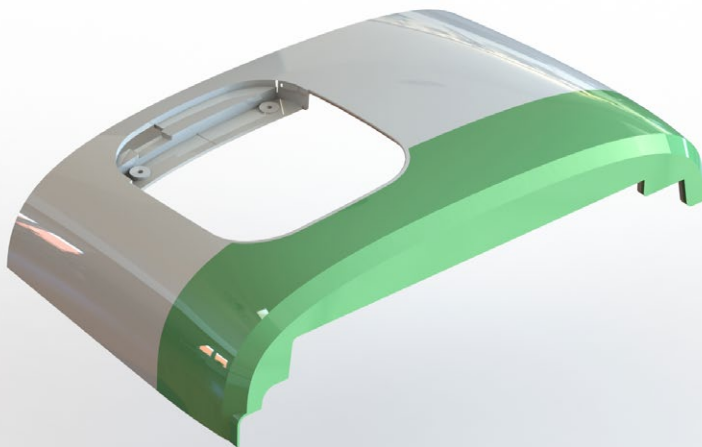
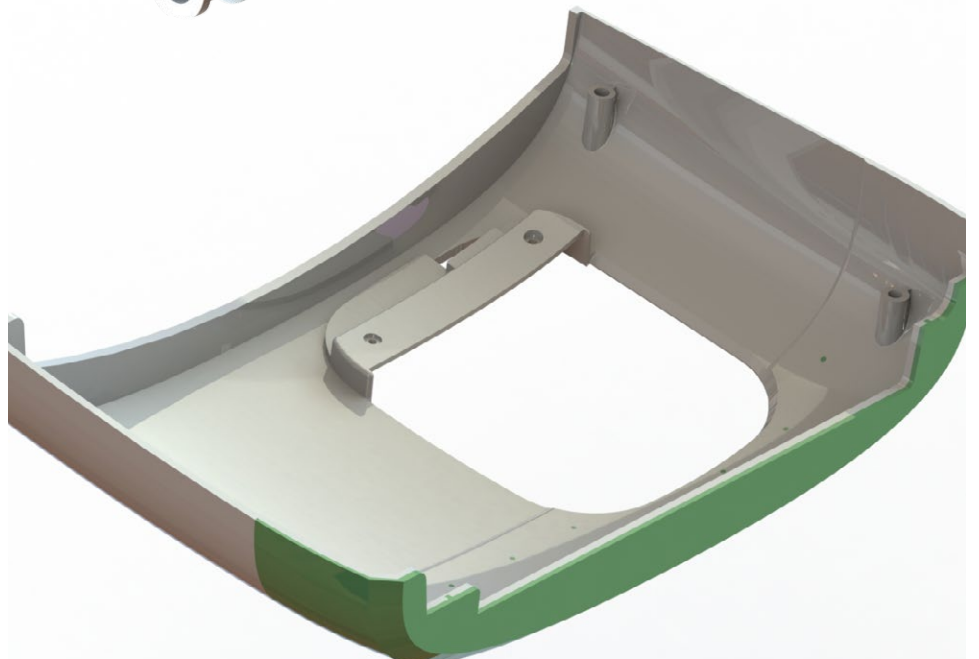
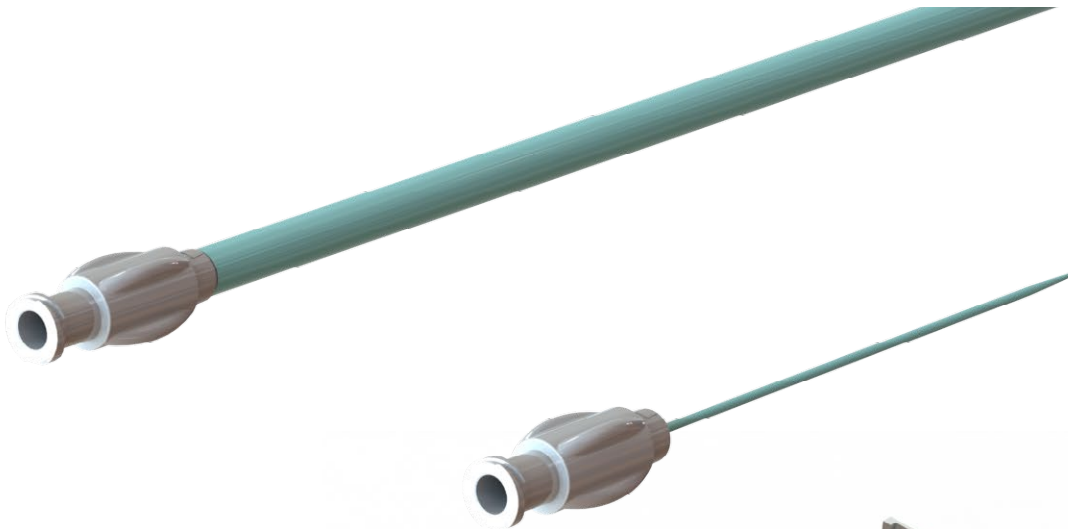
The outcome

We designed a molded clam shell, circular in shape and with 2 sides welded together leaving a space in the middle for the guide wire to go inside. Our samples reduced footprint and improved aesthetic for the end users (doctors), but better than that, we achieved a 50% cost reduction. It's something that had been overlooked for so long and for that reason, there was no specifications or criteria for it. It was a simple case of us seeing the need, and prescribing a solution.



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Contact us today

Every innovated solution is backed by the uncompromising pursuit of excellence at every phase of our manufacturing process.

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