



Milliken Healthcare  
Products LLC

**FOR IMMEDIATE RELEASE**

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## **ASSIST SILVER NAMED A FINALIST IN THE 16TH ANNUAL MEDICAL DESIGN EXCELLENCE AWARDS**

**Spartanburg SC-** Milliken Healthcare Products, LLC is pleased to announce its ASSIST Silver dressing portfolio has been named a finalist in the 16th Annual Medical Design Excellence Awards (MDEA) competition.

The Medical Design Excellence Awards are the industry's premier design awards competition and is the only awards program exclusively recognizing contributions and advances in the design of medical products. Entries are evaluated on the basis of their design and engineering features, including innovative use of materials, user-related functions improving healthcare delivery and changing traditional medical attitudes or practices, features providing enhanced benefits to the patient, and the ability of the product development team to overcome design and engineering challenges so the product meets its clinical objectives.

"We take great pride in our careful and unique approach to solving problems in skin and wound care, and are delighted that our ASSIST Silver dressings are considered amongst the best in the Surgical Equipment, Instruments, and Supplies category for this year's MDEA competition," said Dr. Geoff Haas, Senior Business Development Manager, Milliken Healthcare Products, LLC. "Milliken's passion for innovation, rooted in science, design and insights, led to a dressing design that provides an optimal healing environment, reduces cost, saves clinician's time and ultimately improves the patient's experience."

In the United States, each year approximately 500,000 individuals sustain burns that require medical attention. Complete graft take, reduced cost and patient comfort are a top priority in all burn centers. The ASSIST Silver product was developed through a collaboration between Milliken's PhD scientists, and burn surgeons in both the OR and treatment centers. Insights gained from this collaboration led the team at Milliken to design ASSIST Silver dressings specifically for the management of skin and skin substitute graft applications where moisture management, antimicrobial activity and low adherence are paramount.

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The management of excess moisture is accomplished with Active Fluid Management® (AFM®) technology, a proprietary system developed by Milliken. AFM® creates a moisture transfer mechanism that pulls away and traps excess exudate, keeping the periwound skin dry, the graft site moist, and harmful exudate away from the graft site. The addition of SelectSilver® antimicrobial technology exhibits a controlled release of silver ions that results in rapid and sustained antimicrobial efficacy for at least 7 days. A proprietary, porous, low-adherent layer helps facilitate both application and removal of the dressing.

Finalists in the MDEA competition were announced for all ten of the competition's categories in the April issue of Medical Device and Diagnostic Industry (MD&DI) magazine. The winners will be announced on June 11, 2014 at the awards ceremony that will be held in conjunction with the 31st MD&M East event at the Pennsylvania Convention Center. For more information about the Medical Design Excellence Awards, visit [www.MDEAwards.com](http://www.MDEAwards.com).

#### **About Milliken Healthcare Products, LLC**

Milliken Healthcare Products, LLC, a wholly owned subsidiary of Milliken & Company, specializes in the science of moisture management to provide innovative solutions for the skin and wound care market. Milliken is an innovation company that has been exploring, discovering, and creating ways to enhance people's lives since 1865. Our community of innovators has developed one of the largest collections of patents held by a private company. With expertise across a breadth of disciplines including specialty chemical, floor covering, and performance materials, we work around the world every day to add true value to people's lives, improve health and safety, and make this world more sustainable. To learn more visit [healthcare.milliken.com](http://healthcare.milliken.com).

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