

Reflow Medical

BUSINESS CHALLENGE

Reflow Medical, Inc. is a privately held start-up company based in the Western United States dedicated to developing simple, yet sophisticated technologies used in the treatment of cardiovascular disease. Reflow Medical works with physicians to find solutions for unmet clinical needs around the world.

Reflow Medical was recently looking to introduce a new catheter based product, and wanted help creating packaging with a smaller environmental footprint, while serving the end user and passing validation. Based on prior success, Reflow Medical reached out to Oliver, a leader in medical packaging, for help.

OUR SOLUTION

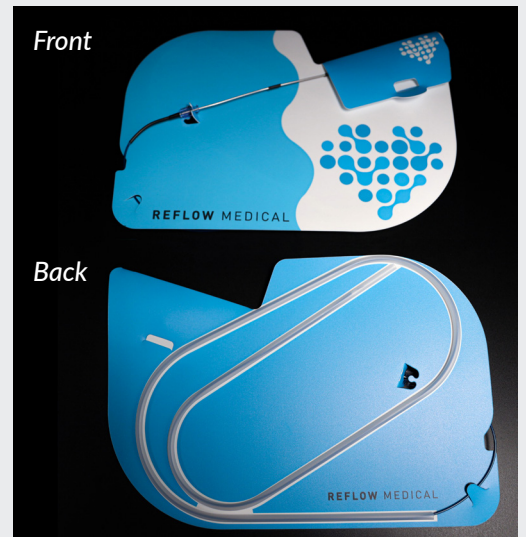
Working closely with Reflow Medical to understand their specific product requirements, the Oliver design team was able to create a distinctive HDPE CleanCut Card. The card design included three unique features:

- To ensure ease of use and aseptic presentation, the Oliver team developed a package with the tubing on the bottom of the HDPE card, which houses the catheter shaft portion of the system. The top of the HDPE card held the proximal end “actuating end” of the device. This created an intuitive packaging system, showcasing the catheter and making it easy for the end user to remove the entire catheter in the sterile field.
- By adding the tubing to the bottom of the HDPE card, this also helped to stiffen the card, limiting movement that can occur during transportation testing. In addition, this also helped to keep the catheter secured within the tabs, aiding in usability and removal by the end user.
- The coiled card design helped to organize the high-tech packaging system while keeping the device’s stent section straight. In this case, the design shape has three straight sections, which was designed to accommodate future sizes.

RESULTS

Oliver was able to provide immediate results to Reflow Medical, including:

- ✓ Significant **time savings** by expediting the design iteration process
- ✓ Minimize the packaging footprint through **consolidated package design**
- ✓ Increase **confidence** passing verification and validation
- ✓ Intuitive package design for **ease of use**



Whenever I come to Oliver in need of a packaging solution, I always feel like I am taken care of. It is such an easy process, which is one of the reasons I enjoy working with the Oliver team. They often know the best approach to my packaging challenge right away because of the depth of their experience. They just know what to do to get the job done.

Teo Jimenez
Vice President of Research
and Development

For questions or concerns, please contact us.