

# MULTI-COLOR IRELAND: MONITORING DEVICES FOR INFANTS



## THE SITUATION

Incereb developed a neonatal EEG sensor pad which measures minuscule voltage fluctuations resulting from ionic current within an infant's brain. Incereb required a technical strategic supply partner with expertise and resources in the area of conductive inks, adhesives and foams who could manufacture such a technical device.

## THE CHALLENGE

Multi-Color Ireland utilized flexible print intelligence combined with carefully selected foams and adhesives to ensure the product was able to form to the infant's head while also meeting the highest standards set by the medical industry.

## THE RESULTS

Through on-going research, development and collaboration the MCC Team produced an industry leading device for Incereb which requires minimal training, is non-invasive, has universal connectivity to all brands of monitoring equipment, and is single use. The product was chosen as the winner of the Print Business Innovation Award for the 2015 Irish Print Awards.

The Incereb Team were delighted with the end product which supersedes all other products in the industry and has a potential worldwide market for 3.6 million units per annum.

Jim Roche, CEO of Incereb stated "The MCC Team is always available to answer any of the questions we have at each stage in the process. Their prompt consideration and attention to detail at every stage is a core foundation for the products high quality and professional finish. From the initial prototype phase through to production we were able to place our trust in MCC and we have complete confidence in their capabilities."



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