

## PRESS NEWS

### QuickMIC® wins Red Dot Design Award 2021

*Uppsala, March 25, 2021.* Gradientech AB (publ) has been awarded the Red Dot Award: Product Design 2021 for its QuickMIC diagnostic system for ultra-rapid antibiotic susceptibility testing. The Red Dot Award is awarded to products that feature truly exceptional design.

The Red Dot is internationally recognised as one of the most prestigious seals of quality for good design. The Red Dot Award for Product Design is today one of the world's largest design competitions.

*"To be awarded with a Red Dot Product Design Award as a young diagnostics company is an enormous achievement. Our conviction is that every product deserves excellent design, regardless of what it is used for. We have therefore worked with a strong design focus from the start, whilst simultaneously developing game-changing diagnostics. We are honoured and thank the Red Dot jury for the boost this gives the whole team,"* says Sara Thorslund, CEO of Gradientech.

The highly reputable Swedish industrial design company Myra Industriell Design has played an important role when designing the QuickMIC system together with Gradientech. Jon-Karl Sundh, CEO of Myra, shares: *"Myra is proud to be part of the journey in creating an optimal diagnostic instrument with Gradientech's completely new technology as a base. The collaboration with Gradientech has been characterized by a happy and open climate where Myra has been greatly entrusted to contribute with our experience."* Jon-Karl Sundh also comments on the QuickMIC instrument design: *"Our goal has been an aesthetically pleasing instrument, well-designed in terms of user-friendliness, and rational for manufacturing. And of course, an award like this proves we did the right thing."*



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**About Gradientech**

*Gradientech is a diagnostics company developing the in vitro diagnostic QuickMIC® system, a new platform for ultra-rapid antibiotic susceptibility testing based on phenotypic bacterial growth analysis. The system is expected to become the most rapid solution for determining appropriate antibiotic treatment of sepsis patients. Rapid antibiotic susceptibility testing is vital for increasing sepsis patient survival, reducing healthcare costs and lowering the spread of antibiotic resistance.*

[www.gradientech.se](http://www.gradientech.se)

**About Myra Industriell Design**

*Myra is one of Sweden's most established industrial design studio whose mission is to help companies develop the best possible products. Since the start in 1976, Myra has worked with over 300 companies to develop products that improve everyday life. We always have the user as the starting point for the development, and our results are characterized by functionality, interaction, ergonomics and aesthetics. Our work covers a wide range of areas – from everyday products and professional tools to medical and high-tech devices.*

[www.myra.se](http://www.myra.se)

**About the Red Dot Design Award**

*Launched in 1955, the Red Dot Design Award is today one of the most prestigious design competitions worldwide. The distinction "Red Dot" has become established internationally as one of the most sought-after seals of quality for good design. Excellent design is selected by competent expert juries in the areas of product design, communication design, and design concepts and each competition is organised once every year. The award winners are presented in the yearbooks, museums and online.*

[www.red-dot.org](http://www.red-dot.org)