

PRESS NEWS

QuickMIC® wins additional prestigious design award

Uppsala, April 15, 2021. Already a winner of the Red Dot Design Award 2021, Gradientech has been awarded this year's iF DESIGN AWARD for its QuickMIC diagnostic system for ultra-rapid antibiotic susceptibility testing. The iF DESIGN AWARD is granted to products with outstanding design.

The iF DESIGN AWARD is one of the most important design prizes in the world and recognized as an arbiter of quality for exceptional design. Gradientech's QuickMIC product won in the Medicine/Health category.

"We are very proud to have received yet another design prize for our QuickMIC system. It really reiterates that we have accomplished our mission of creating innovative products that are conceptually elegant, technologically advanced, but easy to use" says Sara Thorslund, CEO of Gradientech.

QuickMIC won over the 98-member jury, made up of independent design experts from all over the world. Each entry was evaluated for the idea, form, function, differentiation, and impact. This year's competition was intense: almost 10,000 entries were submitted from 52 countries in hopes of receiving the seal of quality.

Myra Industriell Design (Stockholm, Sweden) has been a key partner in creating the attractive design of the QuickMIC system. *"We aimed to design an instrument that was not only user-friendly, but also aesthetically pleasing. Winning the iF DESIGN AWARD is an honour and we could not be happier"* comments Jon-Karl Sundh, CEO of Myra.

QuickMIC is featured in the Winners section of the [iF WORLD DESIGN GUIDE](#).



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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

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

About the iF DESIGN AWARD

For 67 years, the iF DESIGN AWARD has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world. Submissions are awarded in the following disciplines: Product, Packaging, Communication and Service Design, Architecture and Interior Architecture as well as Professional Concept, User Experience (UX) and User Interface (UI).

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