



ISO 9001: 2008

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ide+ opens US office

ide+ has opened an office in the USA to deliver product development services to its North American based clients. ide+ have chosen Central Pennsylvania as its North American base due to its close proximity both to existing ide+ clients and to a thriving local industry, particularly in the key areas of life sciences and advanced manufacturing. ide+ has worked closely with Angela Foley, the Pennsylvania investment representative in Sydney, and the Office of International Business Development in Pennsylvania to establish the office and reach out to the growing biomedical sector in the region.

I D E Group, Inc. will be located in the Hershey Center for Applied Research (HCAR). This will put us in close proximity with an innovative hub of research and development, in particular, in the area of medical devices where ide+ has long held specialist expertise and capabilities. The address and contact details for our US Office are as follows:

1214 Research Blvd.
Suite 1021
Hershey, PA 17033-0377
t: +1 717 312 4307
w: www.idegroupinc.com

Richard Sokolov, ide+ Director - Product Development, says "Expanding our operations to the USA provides ide+ with the ability to improve the level of service we can offer our existing North American client base and to increase our market penetration in the world's largest market. It is an important step in our growth into world class provider of turn-key product development services."

About ide+

ide+ is a turnkey product development group that integrate ideas, design and engineering.

We are broad range thinkers and consider all aspects of the product – how it suits the intended market place, how it meets technical manufacture, social and economic criteria and how it fits in with your business.

ide+'s Quality Management System for "Turn-key Product Development and Manufacturing Management Services for Medical, Consumer and Industrial Products" is certified to the standard ISO9001-2008.

At ide+ we have a history of building long term, committed relationships with our clients. Our people have gained their knowledge from real world product development and manufacturing environments before applying those skills to our clients' needs. This allows ide+ to deliver successful solutions for our clients. We ensure product performance, design, engineering and manufacturability.

In simple terms, we make sure *the idea works*.

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For further information:

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