



Dear Distributor,

Welcome to the July 2014 issue of the Woodley Veterinary Diagnostics newsletter. We are sorry there hasn't been a newsletter for some time but because of the wait we have some exciting product developments to share with you.

Features of this issue:

PRODUCT NEWS

- NovaVet Strategic Partnership
- IgG Diagnostic Tests
- Skyla VB1 New Rotor and Single Parameter Tests

MARKETING NEWS

- Where can you meet us?

NEWS

- New Marketing Executive joins Woodley

Woodley Equipment Company Announces Strategic Partnership with Nova Biomedical

Woodley Equipment Company announce a strategic partnership with Nova Biomedical for the distribution of their products into veterinary markets around the world. To include hand held meters for Lactate, Creatinine and Ketone, and the Stat Profile Prime Veterinary Critical Care analyser.

Nova Biomedical develops and manufactures advanced technology blood testing analysers based on electrochemical and optical measuring techniques. Nova Biomedical is one of the 25 largest in vitro diagnostic companies in the world. (www.novabiomedical.com)

Nova Biomedical is a pioneer of biosensor technology and their biosensor technical firsts since 1978 include: First biosensor to measure Ionised Calcium, Chloride, Total Calcium, HCT by ISE/Conductivity, BUN, whole blood Lactate, Ionised Magnesium, Creatinine, Total CO₂, Ammonia, calibration free Ketone and HCT corrected lactate.

Mike Wickham, Managing Director of Woodley Equipment Company says that, "We are proud to represent such a pioneering and innovative diagnostic company and together we hope to bring the new range of NovaVet meters and analysers to benefit the veterinary profession worldwide."

For further information regarding international sales and distribution opportunities in your territory, please contact Dave McComas.



Woodley Equipment Announces Launch of IgG Test Kits for Foals, Camel Calves and Cria.

Woodley Equipment Company is pleased to announce an addition to their diagnostic test kit range.

Immuno-Chek G are easy to use lateral flow tests for semi-quantitative detection of immunoglobulin G (IgG) in a drop of equine or camelid whole blood.

Foals, calves and cria are born with no immunoglobulins (IgG) and must receive adequate antibodies from the mother's colostrum (passive transfer of IgG). However, up to 20% of newborn foals and 40% of newborn calves and cria experience a partial or total failure of passive transfer of IgG. This can be caused by premature lactation, deficient suckling, malabsorption or low IgG levels in the mother's colostrum.

These animals are at high risk of infection and serious illness or death, so it is vitally important that vets undertake routine measurement of the IgG levels of all foals, calves and cria at around 12 hours old to determine there isn't failure of transfer of passive immunity (FTPI).

Immuno-Chek G provides accurate results in just 15 minutes so the animal can be managed effectively and supplemented when necessary.

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The only rotor based veterinary chemistry analyser with single testing now available

Skyla VB1 is a fast, accurate veterinary chemistry analyser ideal for any vet practice or small laboratory.

VB1 is a fully automatic system with a small footprint ideal for in-practice clinical chemistry analysis. The analyser requires virtually no maintenance and provides accurate results with the precision of a larger laboratory system and a memory capable of storing data for 50,000 tests.

Skyla VB1 also becomes the only veterinary rotor based point of care chemistry system which performs single parameter testing due to the introduction of a unique Single Assay test function. Veterinarians have the flexibility to perform from 1-6 tests simultaneously using any of the single and dual parameter cartridges now available:

Single Parameter Test Menu

Crea, BUN, Cl⁻, CHOL, CPK, AMY

Dual Parameter Test Menu

Na⁺ & K⁺, ALT & AST, PHOS & Ca⁺⁺

Additionally, Skyla VB1 now has 5 rotor panels available as Woodley Equipment is also pleased to announce the launch of the new Diagnosis Plus Panel which tests 13 parameters including Sodium (Na⁺) and Potassium (K⁺).

Diagnosis Plus Panel Test Menu

Measured: ALP, ALT, TP, ALB, GLU, BUN, CREA, TBIL, AMY, Ca⁺⁺, PHOS, Na⁺, K⁺

Calculated: Na⁺/K⁺, GLOB, A/G Ratio, B/C Ratio



Woodley Welcomes Emily Yates to the Marketing Team

Woodley Veterinary Diagnostics is delighted to announce the appointment of Emily Yates to our Marketing team.

Emily is an affiliate member of the Chartered Institute of Marketing and holds the CIM Professional Certificate. She has 4 years marketing experience within the construction industry and is now continuing her studies to earn her Professional Diploma in Marketing and Chartered Marketer status.

Please contact Emily if you have any marketing related queries and she will be happy to help.

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Where Can You Meet Us?

Woodley Vet Diagnostics is exhibiting at several international exhibitions before the end of 2014.

IVECCS, Indianapolis
10th to 13th September 2014

SEVC, Barcelona
16th to 18th October 2014

FECABA, Munich
6th to 9th November 2014

Medica, Dusseldorf
12th to 15th November 2014

London Vet Show, London
20th to 21st November 2014

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