

# Bradshaw Medical Press Release

Rule #1: If we don't take care of our customers, someone else will.



January 18th, 2012

## Bradshaw Medical Announces Two New Patents and RECORD Sales



\*Rod cutter mechanism utility patent pending.

\*Patented unique ball bearing design to prevent galling following repeated cuts.



### The Ratcheting Rod Cutter with Interchangeable Cartridges kit includes:

#### Rod Cutter

- Ergonomic Telescoping Comfort-Grip™ Silicone Handles
- Drainage holes on the handle shafts to remove condensation after autoclaving
- Table Mount (Optional)

#### Cartridges

- Cartridges of customer's choosing (6.35mm, 5.5mm, 4.5mm, 3.5mm, 2.5mm or a custom unit)\*
  - Case with storage capabilities for up to 6 cartridges
- \*Additional cartridges can be purchased separately.  
\*Can be designed for custom rod geometries.

#### Features include:

- Low operating effort
- Easily changeable cartridges
- Custom colors and screen printing.

01/18/12 Kenosha, WI: Bradshaw Medical, Inc. (BMI) announced earlier today that they were issued two new patents for their innovative instrumentation. Patent # US D651,712S for their medical Rod Cutter Cartridges and utility patent # US 8,096,214, B2 for their Ratcheting Head mechanism with Internal Self Locking Adapter. Both were developed by Dr. Hua Gao, Vice President of Research and Development.

The Rod Cutter Cartridge design eliminates the need for multiple Rod Cutters in different diameters as the cartridges are modular, allowing for quick change between rod sizes.

“BMI is excited to introduce the only cutters in the industry that can consistently and effectively cut Cobalt Chrome spinal rods,” stated Guy Bradshaw, Chairman. All of BMI's cartridges have been durability tested up to 6mm diameter CoCr rod, lasting 300+ cuts before re-sharpening is required.

BMI's Ratcheting Head with Internal Self Locking Adapters have been revolutionizing the industry since their conception. The compact design and internal positive self-locking mechanism is a first for the orthopedic industry and has set another unsurpassed standard for quality instrumentation.

To learn more about the company and view their extensive product line, visit [www.bradshaw-medical.com](http://www.bradshaw-medical.com) or call toll-free 1-877-201-7661.



NEW Comfort Grip™ Ratcheting Mini Axial Handle with Internal A/O

## Record Sales 2011

Bradshaw Medical, Inc. reported 2011 revenue of US \$20.4MM, +16% from 2010. (Source: Bradshaw Medical, Inc.)

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