



Bodycad Announces EU Distribution and Consulting Agreement with OrthoGrow

Bodycad establishes critical sales channel for personalized orthopaedics with highly innovative company.

QUEBEC CITY, QUEBEC, CANADA , December 13, 2017 /EINPresswire.com/ -- Bodycad has announced an exclusive agreement with OrthoGrow, a Belgian based company, for distribution and consulting services of its [personalized orthopaedic](#) knee products for the European Union.

OrthoGrow will act as Bodycad's authorized agent for the EU in addition to establishing sales agencies in several key markets across the European Union. OrthoGrow will also assist with the marketing, promotion and training of the Bodycad portfolio.

Bodycad's revolutionary [unicompartmental knee system](#) has optimized [personalized restoration](#) of the patient's unique anatomical features and kinematics. The purpose-built system is based on proprietary 3D rendering of knee images, resulting in a better fit and the potential for improved clinical results and patient satisfaction

"The Bodycad knee product portfolio represents the state of the art in personalized medicine for orthopaedic applications. This is an important partnership for our future and we are pleased to be the first to commercialize this innovative technology in the European Union," said Jeroen Dille, CEO of OrthoGrow.

Bodycad uses proprietary imaging algorithms to produce a precise 3D image of the patient's knee. Its suite of Personalized Restoration Software enables a seamless integration of the image to implant process called the PREP (personalized restoration evaluation process). The efficient, rapid, and highly automated process is the only one of its kind in the world that is impeccably integrated between software and modern manufacturing such as 3D printing.

"OrthoGrow's experience and leadership in innovative technologies made them a clear choice to partner with," said Andrew McLeod, Chief Commercial Officer, for Bodycad. "We are excited to take this next step in our commercialization strategy with such a trusted partner."

Earlier this year, the company received US and European clearance for its Unicompartmental Knee System and is working collaboratively with practitioners to offer this personalized approach to orthopaedics.

About Bodycad

Bodycad is a Quebec City-based developer and manufacturer of personalized orthopaedic restorations. They are the only company in the world to have a seamlessly integrated, purpose-built, CAD/CAM platform. Its proprietary approach offer patients a high level of conformity to their unique anatomy, with the potential for greater comfort, fit and durability that make the pursuit of orthopaedic perfection possible. Learn more at www.bodycad.com.

About OrthoGrow

OrthoGrow is a Belgium-based advisory and distribution company with a mission to help medical device companies grow and accelerate their business. OrthoGrow Advisory offers dedicated and specialized advice in Sales, Quality and Regulatory and general Business aspects for medical device manufacturers. OrthoGrow Distribution specializes in (master) distribution and authorized representative services for companies expanding their business in Europe. Learn more at www.orthogrow.com.

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