

Press Release

History has been made as the first ever bowel irrigation device wins prestigious international product design award - Newly launched Qufora® IrriSedo MiniGo wins Red Dot Award 2021



Qufora® IrriSedo MiniGo

East Lothian, Scotland, 22 June 2021 – MacGregor Healthcare Ltd and Qufora A/S are honoured to announce their newest bowel irrigation product, Qufora® IrriSedo MiniGo, has been awarded the renowned Red Dot Award: Product Design 2021. The Red Dot Award is awarded to products that feature truly exceptional design. Qufora® IrriSedo MiniGo, launched in April 2021, symbolises a new era in its field of low volume bowel irrigation and has been designed to improve the quality of life for those who live with bowel problems.

What is bowel irrigation and who uses it?

Many people are suffering with bowel problems, and it can be debilitating, preventing thousands of individuals from fully enjoying their lives.¹ Bowel irrigation systems use water to aid bowel movement, which is a highly effective solution to assist those living with such health issues.² It can help reduce the severity of constipation/incontinence, improve quality of life, and promote dignity and independence.³

Qufora® IrriSedo MiniGo is a low volume bowel irrigation product that is likely to be used, but not limited to, people with: neurogenic bowel dysfunction (e.g., spinal cord injury, spina bifida, multiple sclerosis), bowel incontinence, constipation, and post bowel cancer implications.⁴

Qufora® IrriSedo MiniGo, a new era in low volume irrigation

Low volume irrigation systems use a small amount of water to help empty the bowel. Qufora A/S has now taken the innovation of its first-generation low volume irrigation product even further with the introduction of Qufora® IrriSedo MiniGo. It is designed to be discreet, intuitive to use and easy to handle, in order to support low volume irrigation as a quick procedure that can fit into everyday life.

Tony Currie – A Qufora® IrriSedo MiniGo User

Over the last few years Tony has been using our first-generation product, Qufora® IrriSedo Mini to manage his bowel condition. When we introduced him to our Qufora® IrriSedo MiniGo he could not believe the improvements we had made on our product. He acknowledged that even for an experienced user of bowel irrigation products, it is still somewhat 'taboo to talk about poo', Tony could see the irony in looking forward to trying the new product:

“Strangely enough, (I am) looking forward to using it.”

Highlighting the significant impact that bowel problems have on daily life, Tony points out that sometimes people with such conditions cannot always be in the privacy of their own bathroom to manage their bowel. The discreetness, simple assembly, and flip lid on MiniGo makes this product great for public convenience.

“Without a doubt a product that will continue to make a difference to me, and I’m sure hundreds and thousands of your users. It helps clinically, hygienically, and emotionally as well. It makes a massive difference to every aspect of life for people like me who suffer from a bowel condition, my quality of life has been really enhanced by using this product.”

Qufora® IrriSedo MiniGo – Red Dot Award: Product Design 2021

“This has been a fantastic achievement for the MacGregor Healthcare team and, of course, for our colleagues at Qufora A/S in Denmark. Our mission is to provide quality medical products and education, as well as world class service so that our patients have a more fulfilled life. It is great to see that the response we have had towards Qufora® IrriSedo MiniGo has confirmed this. In our quest to innovate solutions that set new standards to make toilet routines as effortless and natural as possible, we are inspired by user and healthcare professional needs and feedback, leading to the design of Qufora® IrriSedo MiniGo,” comments Richard Carr, Managing Director, MacGregor Healthcare Ltd.

Head of Research & Development at Qufora A/S, Birthe Vestbo Andersen says, “Qufora® IrriSedo MiniGo combines form and function in an excellent way, in order to help people to gain control over their bowels and overcome the impact it has on daily life.” She continues, “Three things that make it stand out: It is easy to fill with water, because just like a bottle, it can be filled directly from the tap. With its easy grip shape and soft material, it is easy to squeeze. And because it is designed to look discreet in the bathroom, it fits in with everyday life.” The Red Dot Award jury panel added, “From design to colour scheme to materiality, Qufora® IrriSedo MiniGo radiates that calming gentleness which is so vital for its use.”

Red Dot CEO Professor Dr. Peter Zec on the winners

“The winners of the Red Dot Award: Product Design 2021 were particularly impressive this year. The design of their products is excellent, in terms of both the aesthetic and the functionality. It’s not easy to prevail in such a strong field of competitors and to win over our jury. Consequently, I want to congratulate the laureates very sincerely on their success,” said Professor Dr. Peter Zec, founder and CEO of Red Dot.

Evaluation platform for good design

The Red Dot Award: Product Design dates back as far as 1955 and recognises the best products for a given year. The roughly 50 jurors were once again true to the motto “In search of good design and innovation” in the 2021 competition. The international panel of experts comprises specialists from a wide variety of sectors. They scrutinised the products entered in the competition in a process that spanned several days and were guided by assessment criteria such as the product’s formal quality, ergonomics, and longevity.

About the Red Dot Design Award:

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 entries, the Red Dot Award is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after distinction "Red Dot" has been the revered international seal of outstanding design quality. The award winners are presented in the yearbooks, museums and online. More information is available at www.red-dot.de

About MacGregor Healthcare Ltd ®

Located in East Lothian, Scotland, MacGregor Healthcare Ltd® is a medical device distributor that works to enable adults and children with chronic bowel disorders to live a better life. We are building a centre of excellence to find solutions for people with bowel disorders, through innovation. With our team of 19 employees, we provide solutions that set new standards and make toilet routines as effortless and natural as possible for users. For more information visit www.macgregorhealthcare.com.

References

- 1: Bowel Interest Group, "Cost of Constipation Report", Third edition, 2020.
- 2: Emmanuel A, et al., "Consensus review of best practice of transanal irrigation in adults. Spinal Cord", 51(10): 732-8, 2013.
- 3: NICE (National Institute for Health and Care Excellence), "Peristeen transanal irrigation system for managing Bowel dysfunction", 2018.
- 4: Emmanuel A, et al., "Development of a decision guide for transanal irrigation in bowel disorders", 2019.

For further information please contact:

Sue Frost

Sales, Marketing and Clinical Director at MacGregor Healthcare Ltd

sue@qufora.co.uk