## **Generation II Orthotics Incorporated**

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Export Contact: Mr. Lance Taylor, Director of Int'l Marketing

Generation II Orthotics Incorporated has been in the business of custom knee bracing since 1980, and has a 23,000 square foot manufacturing facility with six licensed manufacturers worldwide. The company's primary product uses a patented 3 plane hinge design. The company is currently the only firm offering an effective bracing treatment for osteoarthritis in the knee. The current head office facility operates both as a distribution and information centre for the licensed manufacturers, and as a manufacturer for products sold locally and throughout Western Canada. The direct contact the firm maintains, as a result, with orthopaedic patients and their physicians, allows for immediate feedback of concerns and a wealth of direct input from the end-users of the products.

Generation II exports products under a current patent and under patents pending to the United States, Europe, Japan, Australia and New Zealand. The firm is interested in pursuing markets within the Pacific Rim, but welcome enquiries from any orthopaedic facility regarding lower extremity bracing.

In addition, Generation II Orthotics Incorporated is always on the lookout for qualified parties who may be interested in becoming a dedicated licensed manufacturer or distributor of their off the shelf products in areas not presently serviced. Due to the custom nature of the principal product, it requires some manufacturing within the area of sale, so any interested parties would require a knowledge of orthotics, as well as a strong commitment to the products.

## **Products For Export**

Braces
Orthopaedic Appliances
Orthoses
Patella Stabilizer