



Baxa Ltd
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FOR IMMEDIATE RELEASE
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BAXA LTD ANNOUNCES DIRECT SALES AND MARKETING OPERATIONS IN SWITZERLAND

Baxa Ltd, subsidiary of Denver-based Baxa Corporation, has moved to a direct sales and marketing model for the Swiss market. The company provides systems and devices for simplifying the handling, mixing and administration of fluid medications. Direct operations will provide Baxa Ltd with improved customer access for product development and continuous improvement, while continuing their excellent customer service.

Bracknell, UK – Baxa Ltd announces its move to a direct sales and marketing presence in Switzerland beginning May 21st 2007. Baxa products were previously sold primarily through an exclusive distributor, with customer and technical support provided by Baxa Ltd from their European Headquarters in Bracknell, Berkshire.

“Following implementation of direct sales in other European countries, we are building on the successes of our Distributor partner in Switzerland to continue to improve our service and our products through a greater understanding of customer needs.” says Terry Aston, Managing Director, Baxa Ltd.

The move to a direct sales model promotes the company’s strategy of fostering close customer relationships and strengthens Baxa Ltd’s presence in these countries. Baxa currently has a direct sales operation in the United Kingdom, with area management in Austria, Denmark, Finland, France, Germany and the Benelux territories. Baxa also supports distribution partners in 18 other countries in Europe, the Middle East and Africa.

Baxa Ltd provides systems and products that streamline pharmacy operations for oral liquid delivery, sterile IV preparation and mixing multi-source parenteral solutions. The company’s products provide solutions for enhancing patient safety, improving drug preparation procedures and reducing the opportunity for medication errors. The UK operation is a subsidiary of Baxa Corporation, based in Colorado, USA.

NewsRelease



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News Release

About Baxa Corporation

Baxa, a customer-focused medical device company, provides innovative, solution-based technologies for fluid handling and delivery. Its systems and devices promote the safe and efficient preparation, handling, packaging, and administration of fluid medications. Key products include Rapid-Fill[®] Automated Syringe Fillers, Exacta-Med[®] Oral Dispensers, MicroFuse[®] Syringe Infusers, Repeater[®] Pharmacy Pumps, and Exacta-Mix[®] and MicroMacro[®] Multi-Source Compounders; used worldwide in hospitals and healthcare facilities. Privately held, Baxa Corporation has subsidiaries and sales offices in Canada and the United Kingdom; direct representation in Austria, Belgium, Denmark, Finland, France, Germany, Luxembourg and The Netherlands; and distribution partners worldwide. Further information is available at <http://www.baxa.com>

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