

## For Immediate Release

# Make a Deeper Impression

BALHAM, LONDON, **NOVEMBER 10<sup>TH</sup> 2010:**

### Announcing the first impression system for the latest ultra-deep “Invisible In Canal” aids

Otoform A SoftX, the new high performance impression material by Dreve Otoplastik has two significant benefits for all audiology professionals:

- Used with a new, smaller diameter canula and vented otostops, the new system is designed to create perfect impressions for the latest **ultra-deep IIC products** such as Starkey’s OtoLens.
- The **easy-squeeze formulation** reduces impression gun effort, meaning steadier impression taking and less hand cramping and tiredness, which can be a feature of traditional cartridge material.

**Otoform A SoftX** by Dreve Otoplastik is an all-new formulation of impression material, based on the well-respected Otoform base. The innovation of A SoftX is that it is much more fluid, with better flow properties, yet it is also stable without slumping in the pinna.

This means that A SoftX can be used with a new smaller 4.2mm diameter canula for **deeper impressions** or **paediatric impression taking**. To avoid any potential airblocks deep in the canal, Dreve also specify vented otoblocks, releasing any pressure between the material and stop, completing this advanced system.

Steve Mitchell, Product Manager for PC Werth says that **A SoftX** will prove to be a hit with IIC products and for audiologists with smaller hands. *“Deep, accurate impressions are essential for IIC instruments – the A SoftX system is perfect for these applications as well as for taking traditional impressions. It also addresses one of the comments we receive from time to time, where some audiologists have trouble squeezing impression gun handgrips together. This new softer material is a doddle with the narrowest canulae, and flows like it is not even there when used with standard diameter canulae. Taking impressions is therefore easier, faster and more accurate.”*

PC Werth have a limited number of A SoftX demonstration kits to try, comprising A SoftX cartridge, super narrow canulae and vented foam stop. Call PC Werth on 020 8772 2700 for more information.

**INFORMATION ABOUT P C WERTH LTD**

*Whatever your needs for audiology, hearing and hearing healthcare, PC Werth can help.*

*Established in 1947 by our dynamic founder, Peter Werth, PC Werth played an instrumental role establishing the UK's independent hearing healthcare sector. Now a leading supplier to all hearing healthcare practitioners, PC Werth also supplies soundfield and associated services to schools and learning establishments. Operating nationwide from our London offices, the PC Werth Hearing Division offer a genuinely personal and nationwide service to hearing healthcare professionals, while our Listening Division provides group communication solutions for environments where the fundamentals of communication and hearing is of primary importance. Find out more at [www.pcwerth.co.uk](http://www.pcwerth.co.uk).*

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