

# Increasing Compliance to Infection Prevention: Tru-D SmartUVC Launches the iQ System

Healthcare

Tru-D SmartUVC, a PDI Solution, provides UVC disinfection devices to hospitals looking to reduce Health Acquired Infections (HAIs). Re:Build Tekna worked with Tru-D to deliver market research, device design, hardware and software development, testing, sourcing, and manufacturing of the Tru-D iQ System.

## Solutions

The Tru-D iQ System has significantly faster disinfection cycle times with improved efficacy while providing actionable data reporting and improved compliance. The system consists of multiple disinfection devices that can be used together or independently, allowing Tru-D to break into new markets with UVC needs. Re:Build Tekna supported all aspects of the new product development process for Tru-D and continues to provide ongoing contract manufacturing support. The iQ System is produced at Re:Build Tekna’s ISO 13485 manufacturing facility at a lower cost than the Classic and commands a higher average sales price (ASP) in the market.

## Challenges

Tru-D approached Re:Build Tekna feeling the competitive pressures in the market. The Tru-D Classic was over 10 years old and lacked critical safety features and data reporting services expected by customers. The smart sensing patents that propelled Tru-D to success were expiring, leaving their 60% market share vulnerable. Over the years, Tru-D had built a successful sales team but lacked the internal research and development team needed to develop a new product and manufacturing capability to release it to market.



PROJECT PROFILE

The Tru-D iQ system is purpose-built to address unique challenges of disinfection in hospital patient rooms with conjoined bathrooms. It enables greater compliance to infection prevention protocols with improved efficiency.

## Value Delivered

The Brain to Box™ support from Re:Build Tekna allowed Tru-D to bring a novel product to market while continuing to focus on growing its sales and marketing teams. The creation of new IP helps protect Tru-D from competitive threats and reinforces the Tru-D brand as a leader in the UVC market. The flexibility of the iQ System expands Tru-D’s reach and helps capture more of the total addressable market.

## INDUSTRIES:

- Medical Device
- Life Sciences
- Consumer Products
- Industrial Equipment
- Lifestyle

## SERVICES:

- Research
- UX/UI Design
- Industrial Design
- Branding
- Engineering
- Manufacturing

## APPLICATIONS:

- Market Research
- User Needs
- Conceptual Design
- Prototyping
- Testing
- Fabrication & Assembly
- Finished Goods