

PRESS RELEASE

Unfors RaySafe supports the EuroSafe Imaging Campaign, a Europe-wide initiative for safe X-ray use

Ulm/Billdal, March 6, 2014 Unfors RaySafe (previously Unfors Instruments), the international market leader of measuring devices for quality assurance of diagnostic X-ray equipment, is a supporting partner of the *EuroSafe Imaging Campaign*.

This is a European Society of Radiology (ESR) initiative to raise awareness of radiation in medical imaging across Europe. At the forefront of the campaign are safety procedures, diagnostic reference levels for patient dose and compliance with the “ALARA” principle (As Low As Reasonably Achievable). ALARA refers to a maximum reduction of the X-ray dose to patients while still maintaining image quality.

“Since the company was founded in 1994, Unfors RaySafe has dedicated itself to helping people avoid unnecessary exposure to radiation. Our entire product portfolio is designed to establish a better radiation safety culture in places where technicians, medical staff and patients come into contact with X-rays”, explains Magnus Kristoferson, CEO of Unfors RaySafe, the Swedish manufacturer’s engagement. “Medical use of X-rays has continued to increase over the years and so, too, has concern about its impact on people’s health.” According to data from the International Atomic Energy Agency (IAEA), 3.6 billion diagnostic X-ray examinations are carried out across the globe every year.

The *EuroSafe Imaging Campaign* officially began with today’s launch at the European Congress of Radiology (ECR) in Vienna. Besides a dedicated poster exhibition the campaign will also consist of political initiatives, specialist seminars and a certifying programme for radiological equipment. As a “Friend of EuroSafe Imaging” companies, doctors, clinics and individuals can contribute to the campaign.

*Unfors RaySafe at the ECR 2014 from March 6–10 in Vienna:
Austria Center, Expo C, Booth 334*

About Unfors RaySafe

Unfors RaySafe offers a comprehensive solution for the X-ray room consisting of devices for quality assurance and service of diagnostic X-ray machines, real-time dose monitoring for medical staff and a patient dose tracking software. All products combine user-friendliness with state-of-the-art technology and are based on the company’s mission to help technicians, medical staff and patients avoid unnecessary radiation exposure. Unfors RaySafe was founded in 1994 in Billdal, Sweden, where the company headquarters is still located today. With offices in the US, UK, Germany, Singapore, India, Japan and China as well as with a closely connected sales network, Unfors RaySafe serves a global customer base that includes leading manufacturers of X-ray machines and university hospitals around the world. Unfors RaySafe is fully owned by Fluke Biomedical since 2014. For more information on Unfors RaySafe, visit www.raysafe.com

Further information

Unfors RaySafe GmbH
Izabella Dantas, Global Marketing Director
Lise-Meitner-Str. 15, 89081 Ulm, Germany
T: +49-731-1754-9223

Press and PR contact:

Hoschke & Consorten
Christina Siebels
Heimhuder Str. 56, 20148 Hamburg, Germany
T: +49-40-3690-5058

F: +49-731-1754-9219
Izabella.Dantas@raysafe.com
www.raysafe.com

F: +49-40-3690-5010
c.siebels@hoschke.de
www.hoschke.de