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Clare bio-med steps into Danish territory



Elaine O'Regan

Clare-based bio-med TOG International has paid €1 million to acquire Danish orthotic dis-

gives TOG access to Ortho-Step clients across Denmark, Norway and Sweden.

"This is our first acquisition," said Travis McDonough, TOG managing director. "Ortho-Step has been doing a very similar thing to us, which has made the transition easy. They had three consultants on the road, who now work for us. Of the existing management team they had in place, we've kept on two during the transition phase."

McDonough said the company was in the process of negotiating a similar deal for the German market and that it was in talks to establish a sub-distributorship in the Middle East through an existing client in the region.

In January, TOG agreed a

Company:

TOG International

Done Deal: €1 million

Turnover: €3 million

Staff: 17 staff and 6 consultants

Established: 2003

to the Bupa/Spire chain of private hospitals in Britain.

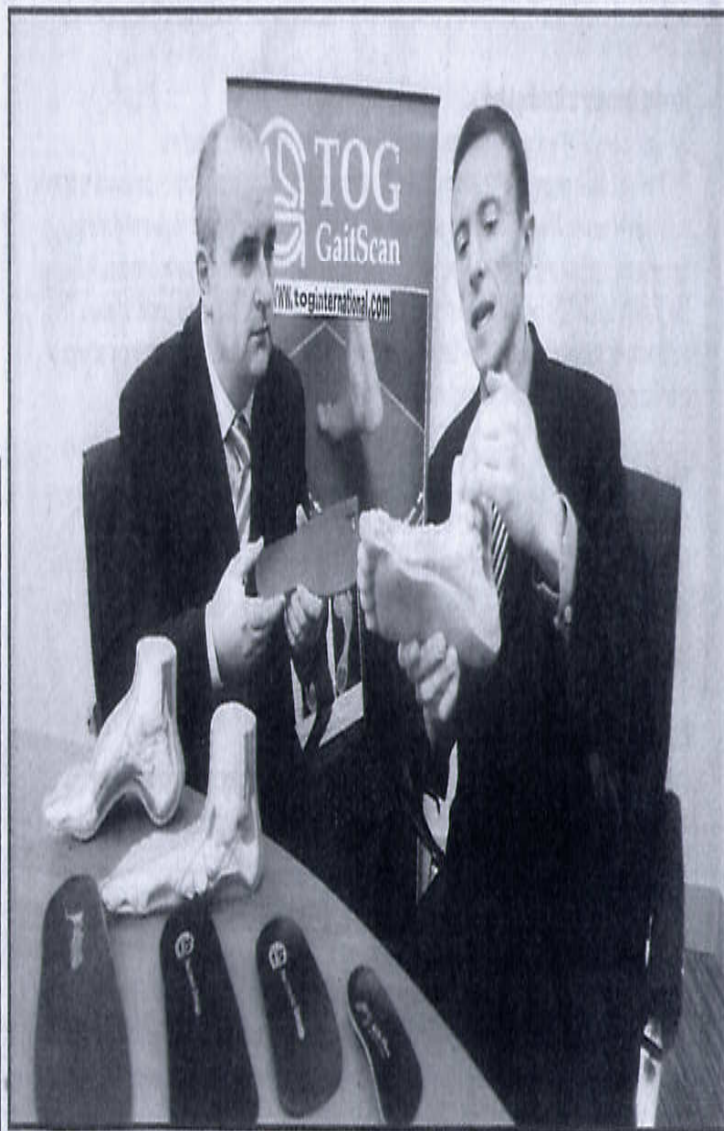
GaitScan can be used to assess and diagnose the biomechanics of a patient's foot. "It measures the distribution of force throughout a patient's foot during each step, identifying high-pressure areas and gait abnormalities," said McDonough. The findings are

or ease foot-related ailments.

"GaitScan is used by our clients to dispense the product itself," said McDonough. "Based on its findings, the GaitScan system automatically transmits prescriptions through to our laboratory, where our foot specialists devise a prescription, sending the finished product back to the client."

McDonough said the potential for growth in the EU orthotics market was significant.

"The average person takes 12,000 steps per day and 83 per cent of the population will suffer from an acute episode of foot or foot-related pain," he said. "In Canada, 18 to 22 per cent of the population currently wears custom-made orthotics but in the EU the cor-



Michael Crowley, finance director, TOG International and Dr Travis McDonough, managing director, TOG International

McDonough established TOG in 2003. Headquartered in Clare, it employs 17 full-time staff and six sales staff outside London. To date, TOG has filled 45,000 orthotic prescriptions. Its clients include doctors, chiropractors,