



PRESS RELEASE

PIERREL WORLDWIDE

GOCCLES® WINS AT THE EDISON AWARDS

Capua, 6 April 2019. **Pierrel Pharma S.r.l.** (“Pierrel Pharma” or “the Company”) - subsidiary of **Pierrel S.p.A.**, entirely devoted to the development, registration and licensing of new drugs and medical devices, is proud to announce that its diagnostics device **GOCCLES®** has been awarded the silver medal in the **Diagnostics section (Medical/Dental category)** of the **2019 EDISON AWARDS™**, named after Thomas Alva Edison, that recognize and honor the best innovators and innovations coming from all over the world.

“Best among the best, this is the meaning of the award that GOCCLES received on April 5th in Chicago,” states Fabio Velotti, Sole director of Pierrel Pharma. *“Being awarded an EDISON AWARD is one of the highest acknowledgements that a company can obtain in the name of innovation, because it fosters excellence in man-centered development.”*

GOCCLES® are a type of goggles, 100% made in Italy and developed and patented at the Università Cattolica in Rome, that can be used with non-sophisticated light sources, such as the photopolymerization lamps that are already present in all dental practices. Above all, it is non-invasive for the patient and allows for a screening in just 60 seconds.

The observation of the fluorescence of the mucosa makes it possible to detect suspicious pre-cancerous and cancerous lesions, sometimes totally invisible to the naked eye, which appear as dark areas on a green background.

GOCCLES® was examined by the EDISON AWARDS™ steering committee and the final ballot was sent to three thousand experts coming from various fields (development, design, engineering, science, marketing and education) as well as from professional associations representing a wide variety of industries and disciplines.

The EDISON AWARDS™ were established in 1987 and are a program lead by Edison Universe, a non-profit organization devoted to fostering future innovations.

For more information on the EDISON AWARDS™, please visit www.edisonawards.com.

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Pierrel S.p.A. specializes in the manufacture of pharmaceutical specialty products (Contract Manufacturing Division) and the development, registration and licensing of new drugs and medical devices (Pharma Division).

The Pierrel Group is listed on the MTA exchange organised and managed by Borsa Italiana, and has over 60 years’ experience in the pharmaceutical sector, as one of Europe’s leading producers of local and dental anaesthetics.



Pierrel owns a production unit in Capua, near Naples, Italy, which has been authorised by the European Medicines Agency (EMA) and the Food and Drug Administration (FDA) for the aseptic production of injectable medicines.

The subsidiary Pierrel Pharma S.r.l. has registered and distributes the Orabloc® dental anaesthetic in Canada, the US, Russia and Europe. The registered office of Pierrel S.p.A. is in Capua (CE), Italy.

For further information:

Pierrel S.p.A.

Investor Relations

Dr. Fulvio Citaredo

E-mail: investor.relations@pierrelgroup.com

tel. +39 0823 626 111

fax +39 0823 626 228

Global Consult S.r.l.

Media Relations

Rossana Del Forno

E-mail: areacomunicazione@globalconsultsrl.com

tel. +39 333 6178665