

BREMONT

MARC KOSKA OBE

Bremont is pleased to announce the inventor and philanthropist Marc Koska OBE as a new brand ambassador and SafePoint as a charitable partner. As the inventor of the auto-disable syringe that has gone on to save millions of lives, Marc has been a tireless campaigner with his charity SafePoint to promote the use of safe syringes around the world.

Giles English *"Marc is one of the great British inventors who fought against all the odds to come up with such a brilliant invention and as a pilot and adventurer he captures the spirit of Bremont. We are very pleased to be working with Marc and SafePoint and look forward to promoting this worthwhile cause."*

Background on Marc Koska OBE

In 1984 Marc read a newspaper article predicting the transmission of HIV through the reuse of needles and syringes. Koska was fascinated by the problem and vowed to himself to do something about it. He studied how drug addicts used syringes in the UK, went to Geneva to learn about Public Health Policy, visited several syringe factories, studied plastic injection molding, and read everything available on the transmission of viruses like HIV.

After two years of intense study, he concluded that syringe manufacture was the key to the problem. Koska designed a syringe (K1) that could be made on existing equipment with a small modification. It was made from the same materials and could be used in the same way as a normal syringe so that healthcare professionals would not have to retrain. K1 syringes cannot be used again so the next patient will also have a sterile and safe injection.

Koska recognized that new syringes were only one part of the solution. One must also teach the public about the dangers of reusing needles. In 2005 Koska founded, SafePoint, a non-profit dedicated to educating children about this issue.

For more information on Marc please visit www.marckoska.com

For further press information on the award or Bremont in general, please email Rebecca Reed Rebecca@fraserbrandinnovation.co.uk or phone 020 7349 8703

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