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GE Healthcare signs sales & distribution agreement with C-RAD

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These systems are used for 4D imaging and virtual simulation in radiation therapy. GE will offer these solutions through its price book, making them available to the GE salesforce and their customers worldwide.

A special logistic system - C-RAD Smart Logistics- has been developed and is currently being implemented. This system optimizes the logistic processes and simplifies the supply chain for C-RAD's distributors. With its global footprint, C-RAD will therefore be able to launch distribution hubs in Europe, the US and Asia to provide more rapid deliveries. This model could be attractive for other OEM customers in the MedTech industry.

It is expected that C-RAD and Cyrpa products will be included in GE's price book during the fourth quarter. First orders are expected during the first quarter of 2016. C-RAD will be ready to deliver from January 2016 on.

The worldwide market for advanced CTs sold into radiation therapy is about 400 units a year. The large majority is delivered with a laser system for virtual simulation. In advanced markets the proportion of CTs that is delivered with 4D imaging is rapidly growing.

"This new agreement with GE represents an interesting strategic opportunity for us," said Mr Tim Thurn, CEO of C-RAD. He added, "C-RAD has an appealing product portfolio, and it is our intention to make our distributors' product offerings even more attractive. At the same time C-RAD can benefit from the strong presence of the sales and distribution organizations of OEM distributors."