

SHIZUOKA'S BIOINDUSTRY

Hollyx Co., Ltd.



MAIN PRODUCTS

Orthopedic joint plates and screws,
orthopedic surgical equipment.

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REPRESENTATIVE OFFICER

Kikuji Horiuchi

ESTABLISHED

April 1997

CAPITAL

15 million yen

NUMBER OF EMPLOYEES

9

Products Developed for the Patients' Standpoint

Hollyx Co., Ltd.

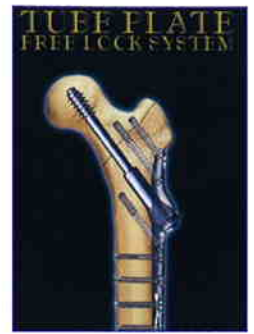
Always Challenging the Highest Quality

Hollyx Co., Ltd.'s main business is producing plates and screws for bone connecting and equipment for bone surgery. Hollyx's titanium alloy connective products are lightweight and have good affinity within the body and can be made to fit easily to patients' individual bone structures. They are used to support or fix bones fractured in accidents, to help patients suffering from bone diseases, and to support elderly and other patients injured in accidents. Because the surgery time is shortened with such implants, the patients' burden can be substantially reduced.

Each year there are 70,000–80,000 cases of bone fractures or cracking where the splicing and support implants are effective. In terms of market scale, the market is worth about 200–300 billion yen per year.

Until now the market has been dominated by imports. But these imported products are problematic for Japanese people because these parts often do not interface with or not make a good match with the Japanese skeleton. Hollyx has developed a size classification system for its screw implants and plates, allowing for the choice of product taking into consideration factors such as bone length, thickness, the nature of the breakage or fracture. Because the stock of parts could become enormous, Hollyx has solved these problems by developing sliding-length implants with an adjustable eccentric washer.

Hollyx has gained patents in both Japan and the United States for its washer and instillation tool technology. Moreover, the company was recognized by Shizuoka Prefecture's small and medium business creation law and further continues to advance its research and development.



Tube plate free lock system

The Eccentric Washer: Hollyx Parts' Special Features

Hollyx's parts feature a system that uses the eccentric washer fixed between the plate and the screw. The system allows 130–150 degree angles between femur jugular and shaft of bones and 10-degree angles forwards and backwards. The system requires few parts and can provide a perfect fit for all different figures of people. Because the doctor can decide the angle prior to the operation, the insertion process becomes a lot smoother, typically cutting operation time down from what used to average an hour to about 20 minutes. Hollyx's products are highly rated by orthopedists because the shortened operation time is much less of a burden for older people or people injured in accidents.

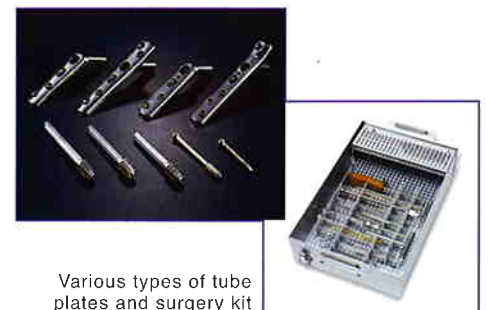
The system has proved very convenient for preventing older people becoming bedridden after accidents. Usually, when someone of advanced age has a tumble and breaks, for example, a femur, the patients age makes healing much more difficult. However, using Hollyx's parts, initial walking rehabilitation is possible about only a week after the operation.

Future Management Strategy

Hollyx used to sell its products via a trading company, but in October 2001 it established a new business unit and commenced direct sales to hospitals. To date, Hollyx's products have been used in about 160 hospitals.

At the same time Hollyx prepared and distributed an information manual providing support for instrument selection. Hollyx has also started research and development into artificial joints, for which the market is growing. The company is providing order-made parts to match individuals' different needs, a point that differentiates Hollyx from bigger manufacturers.

At the moment orthopedic connecting technology and artificial joints are not advanced from the point of view of the psychological problems for patients. Right now Hollyx is in a niche market, but the company expects demand to grow as Japan's society ages. As this happens, competition is expected to become severe. Facing this, the company is strengthening its sales and marketing to let both doctors and patients understand the advantages and efficiency of Hollyx's products.



Various types of tube plates and surgery kit