

Genomma Labs

Objective

Develop a thermometer to be packaged in a cold and flu medication, sold exclusively in Mexico, to highlight the importance of monitoring symptoms such as fevers during the H1N1 epidemic.

Strategy

Genomma Labs chose ATI's liquid crystal forehead thermometers for their accuracy, ease of use and low cost per unit. Extended shelf life and a reusable design also made them an ideal choice for this application.

Implementation

ATI manufactured forehead thermometers for Genomma Labs, designed to help consumers easily obtain accurate core body temperatures non-invasively within 15 seconds. In addition to meeting the design objectives, ATI shipped over 5 million of the thermometers to Mexico, meeting the tight schedules of the logistics team.

Results

The forehead thermometer provided a value-added premium to increase sales of the new product, one that also addressed a serious health concern. The success of the product launch resulted in an additional order of 20 million forehead thermometers to meet the demand.

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