

MEMBER OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA

S35

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# INNOVATION

YEARBOOK OF INDUSTRIAL DESIGN EXCELLENCE

The Joey Clamp & Cutter

## THE NEW FACE OF DELIVERY

"The designers have captured the emotional element of childbirth in a functional surgical tool. The Joey Clamp minimizes the use of "cold" steel surgical instruments and humanizes the miracle of life. It's the best looking surgical product I've seen in a long time."

*Mark Steiner, IDSA, Principal,  
Steiner Design Associates*

