

Nodensa signs with Oriola-KD in Finland

For the launch of two new products in 2007, Nodensa has signed a contract with Oriola-KD, allowing all pharmacies in Finland to get daily delivery.

In order to launch DiabetesCoach and WellnessCoach in the first quarter in pharmacies throughout Finland, Nodensa has signed a storage and distribution contract with Oriola-KD. Through Oriola-KD Nodensa will make it possible for any pharmacy in the country to get daily deliveries.

Nodensa is committing to the Oriola-KD "road show" in order to market and educate pharmacy staff about the two new products. - The marketing efforts through Oriola-KD helps us to reach all pharmacies in the country, as well as having a dialog with the pharmacists representing and selling our products, says Daniel Arenholm, head of communications at Nodensa.

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ABOUT:

Nodensa is a global healthcare solutions company - our fusion of innovative IT and medical technology allows us to enhance public health and the quality of peoples' lives. Nodensa has operated since 2006 from it's headquarter in Stockholm, Sweden. For more information, visit Nodensa online at www.nodensa.com

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