

# Parker Spurs Ultra Evolution

Parker Laboratories has a pre-eminent position in the ultrasound market. KIRSTEN SRINIVASAN



sound,” Buchalter says. “We are dedicated to ultrasound and we pride ourselves on quality, meeting regulations and being at the forefront of that niche industry. We are leaders worldwide and sell our products all over the world.”

Buchalter states there aren’t many successful competitors in the ultrasound market in the United States. “Overseas, there is a lot more competition, but, again, we have maintained the leadership role,” he says.

Parker Laboratories is privately held and manufactures and markets accessories and supplies for the medical ultrasound and electromedical markets. It produces and distributes gels, lotions and pads.

The company’s products are also recommended by virtually all of the leading equipment manufacturers, he adds.

“Many of them include our products along with theirs,” Buchalter states, “The equipment costs anywhere from \$20,000 to \$300,000 and can’t be used without supplies, so, typically, manufacturers include our product.”

## Parker’s Many Firsts

The formula for Aquasonic is still essentially the same, according to Martin Buchalter, but the company continues to introduce new products, which continue to make strides in the industry.

Parker says it was most likely the first manufacturer of ultrasound transmission gels to become ISO certified. Buchalter

states Parker Laboratories was the first to introduce a disposable standoff pad, and a sterile ultrasound gel for sterile procedures. Now, the company is offering a non-latex, pre-gelled probe cover. “There is no other probe cover on the market with the convenience of being pre-gelled,” he states.

Over the years, Parker Laboratories has led the industry through continuing change, Neal Buchalter states. “The quality of our products is dictated through our stringent quality assurance department,” Martin Buchalter adds. “They do their job well.”

Neal Buchalter says the company has been proactive in meeting regulatory requirements, and it worked towards ISO certification as quickly as possible. “That’s indicative of the importance with which we regard quality systems.”

The company moved into its current facility in 1997 and used the opportunity to incorporate system upgrades to maintain quality, he notes. Parker Laboratories meets FDA and CE requirements and also follows European and Canadian standards. All of its products are produced according to Good Manufacturing Practices (GMP) directives.

IT SEEMS LIKE “a thousand years ago,” President Martin Buchalter says, when he worked with pioneers in the ultrasound industry to develop Aquasonic®100, Parker Laboratories’ flagship product. But the year was 1958.

“At that time, ultrasound was confined to a bathtub,” Vice President Neal Buchalter explains. “You had to submerge the patient in water in order to do the procedure. They were also using oils that were incredibly messy and difficult to clean.”

Aquasonic 100, an ultrasound transmission gel, was commercialized in the early ‘60s and revolutionized the industry, he recounts. At one time, Buchalter recounts, the Smithsonian featured Aquasonic in the ultrasound section of an exhibit on medical technology.

“We have a strong history of innovation in our core business, which is medical ultra-

## COMPANY PROFILE:

### Parker Laboratories Inc.

- ▶ [www.parkerlabs.com](http://www.parkerlabs.com)
- ▶ Headquarters: Fairfield, N.J.
- ▶ Employees: 100
- ▶ Specialty: Ultrasound products
- ▶ Neal Buchalter, vice president: “We have a strong history of innovation in our core business.”



Over the past 40 years, the American Physical Therapy Association and the American Institute of Ultrasound in Medicine have continued to recognize Parker Laboratories for its ongoing support of the diagnostic and therapeutic ultrasound communities.

“We are dedicated to this niche we are in and we expect to continue being the catalyst and quality leader in that niche,” Neal Buchalter adds.

The company also has a loyal work force that adds to its product quality, Buchalter says. “One of the things we pride ourselves on is the very stable work force we’ve had,” he states. “Many employees have been with us 15 to 20 years. Employees with that kind of longevity range throughout the organization, from line workers to manufacturing supervisors and managers.

“I think it’s an important part of the consistency in our products,” he continues. “We feel the longevity of the employees is critical to what we do. They like what they do combined with a good working atmosphere and challenging work.”

New uses for medical ultrasound are constantly being discovered, he notes, so the market is growing. “We are always evaluating changes to the ultrasound equipment and new procedures that will lead to new product development,” he says.

“Ultrasound products are a less high-profile market than other radiology products, but our products are out there, all over,” Neal Buchalter states. “When ultrasound started, it was strictly therapeutic. As it developed, diagnostic ultrasound became more commonplace; however, therapy is still an important part of our industry. We’ve seen substantial growth – particularly over the last several years as new procedures have developed for ultrasound. There are constantly new uses for the equipment. There is continued development in contrast media using ultrasound for new diagnostic procedures. Musculoskeletal ultrasound [and] 3-D ultrasound have grown considerably over the last few years and there are other important new advanced therapeutic applications currently being developed.”

Parker Laboratories is headquartered in Fairfield, N.J. The company employs about 100 people and remains family owned. Parker Laboratories says it will continue to innovate and develop new products to meet the needs of a dynamic market. It has “built its reputation by a resolve to develop high-quality products that respond to our customers’ needs in an ever-changing industry,” it asserts.

“We serve our customers by consistently providing products that meet or exceed industry standards and customer expectations,” the company states. “We create customer confidence through prompt, efficient service and provide effective solutions to our customers’ problems, thereby gaining and holding their respect and loyalty.” ■

**Cerami Worldwide Communications** Serving Parker Laboratories for just over one year, Cerami Worldwide Communications is an award-winning, marketing communications agency, located in northern New Jersey. The agency currently acts as Parker’s marketing counsel and is responsible for strategy development and the tactical execution of their marketing plan, both domestically and internationally. In its eight years, Cerami has represented many long-established, as well as up-and-coming, healthcare companies, taking products from pre-launch through to post-launch internationally, to more than 100 countries. For more information on advertising, public relations or consumer education, contact Nick Cerami directly at 973-844-8481, ext. 22, or visit [www.ceramiww.com](http://www.ceramiww.com).