



Hardy Releases New Stool Culture Medium that Eliminates Interfering Proteus!

SANTA MARIA, CALIFORNIA, January 20, 2017 – Hardy Diagnostics, an ISO Certified biomedical firm, is proud to announce its innovative new product, HardyCHROM SS NoPRO™, which is recommended for use as a primary stool screening medium for the isolation and differentiation of both *Salmonella* and *Shigella* spp. HardyCHROM SS NoPRO™ contains a new, proprietary antimicrobial that eliminates the growth of *Proteus* spp.

In 1968, Hektoen Enteric Agar was introduced to select for most *Salmonella* and *Shigella*. Unfortunately, HE agar also allows for the growth of *Proteus* which can lead to an abundance of false positives. It is because of this that *Proteus* has been given the name the “Great Imposter”. HardyCHROM SS NoPRO™ removes time wasters not only with chromogenic differentiation of *Salmonella*, *Shigella*, and *E. coli* but the elimination of *Proteus*. With its high sensitivity and specificity, HardyCHROM SS NoPRO™ saves time and money by eliminating the need for the lab staff to work up suspected *Salmonella* and *Shigella* only to find out, after much time and expense, it is only *Proteus*.

ADDITIONAL INFORMATION ABOUT HARDY DIAGNOSTICS - Hardy Diagnostics is an FDA licensed and ISO 13485 certified manufacturer of medical devices for microbiological procedures in both clinical and industrial laboratories. Hardy Diagnostics was founded in 1980 in Santa Barbara, California by Jay Hardy and Robert Shibata after they completed their Medical Technology training in the laboratory at Santa Barbara Cottage Hospital. Hardy Diagnostics manufactures over 2,700 different products for the culture and identification of bacteria and fungi. Among its offerings are products used to culture and detect pathogens commonly reported in the news, such as *E. coli*, *Salmonella*, *Listeria*, MRSA, ESBL, and Influenza. In addition, the company manufactures reagents and media for use by molecular biology researchers. Over 9,000 laboratories throughout the nation rely on Hardy Diagnostics

for their supplies. Today, Hardy Diagnostics employs 325 people and maintains nine distribution centers throughout the U.S. Manufacturing takes place at its headquarters in Santa Maria, California and at a new facility in Springboro, Ohio. A manufacturer, QuickSlide in Texas, that makes automated slide-staining equipment, was recently purchased by Hardy Diagnostics. The company also exports products through over 70 foreign distributors. The company's mission is to "partner with its laboratory customers to prevent and diagnose disease." For more information, visit www.HardyDiagnostics.com. CONTACT: Contact Person: Joel Tefft Company Name: HARDY DIAGNOSTICS Voice Phone Number: (805) 346-2766, Ext: 5709 Email Address: TefftJ@HardyDiagnostics.com Website: www.HardyDiagnostics.com