

Medela Breastpumps win at prestigious UK parenting Awards

Medela, producers of the world's most technologically advanced breastpumps, is delighted to announce that two of its innovative products have been awarded at the third annual Practical Parenting Awards.

Medela's Harmony™ pump won in the 'Best Manual Pump' category and our Swing™ model was Highly Commended in the 'Best Electric Pump' category.

- **Harmony™**
The Harmony™ model is a manual breastpump that is ideal for mothers who only express milk occasionally. With fewer parts than other manual pumps available it is easy to assemble and clean.
- **Swing™**
The Swing™ model is a mains or battery-powered electric breastpump which is ideal for occasional or frequent pumping. Its handy design means it easily fits into a purse or briefcase and its quiet action makes it perfect for use when out and about.

Both the Harmony™ and the Swing™ breastpumps feature Medela's breakthrough **2-Phase Expression®** Technology. First researched and developed for hospital breastpumps, 2-Phase Expression® is the only research based breastpump technology that mimics a baby's natural nursing rhythm. A unique combination of a rapid stimulation and slower expression creates a new standard for unsurpassed naturalness, comfort and efficiency. 2-Phase Expression® has been proven to feel most like a baby, to get more milk in less time and to achieve faster milk ejection and flow.

The Practical Parenting Awards, organised by Practical Parenting magazine, recognise products that demonstrate innovation, excellence, practicality and value for money. Judges for the awards are a mix of experts and real mums who give each of the products a rigorous testing workout. The winning products were announced at a ceremony in London on Wednesday October 17 2007.

Commenting on the awards, Paul Furlong, Managing Director of Medela UK, said;

"We are delighted to receive recognition for all the effort that has gone into developing these pumps. We are confident that this recognition will result in more and more families choosing our 2-Phase Expression® pumps and so ensuring a more natural and successful experience of expression."



Harmony™ Manual Breastpump



Swing™ Electric Breastpump

