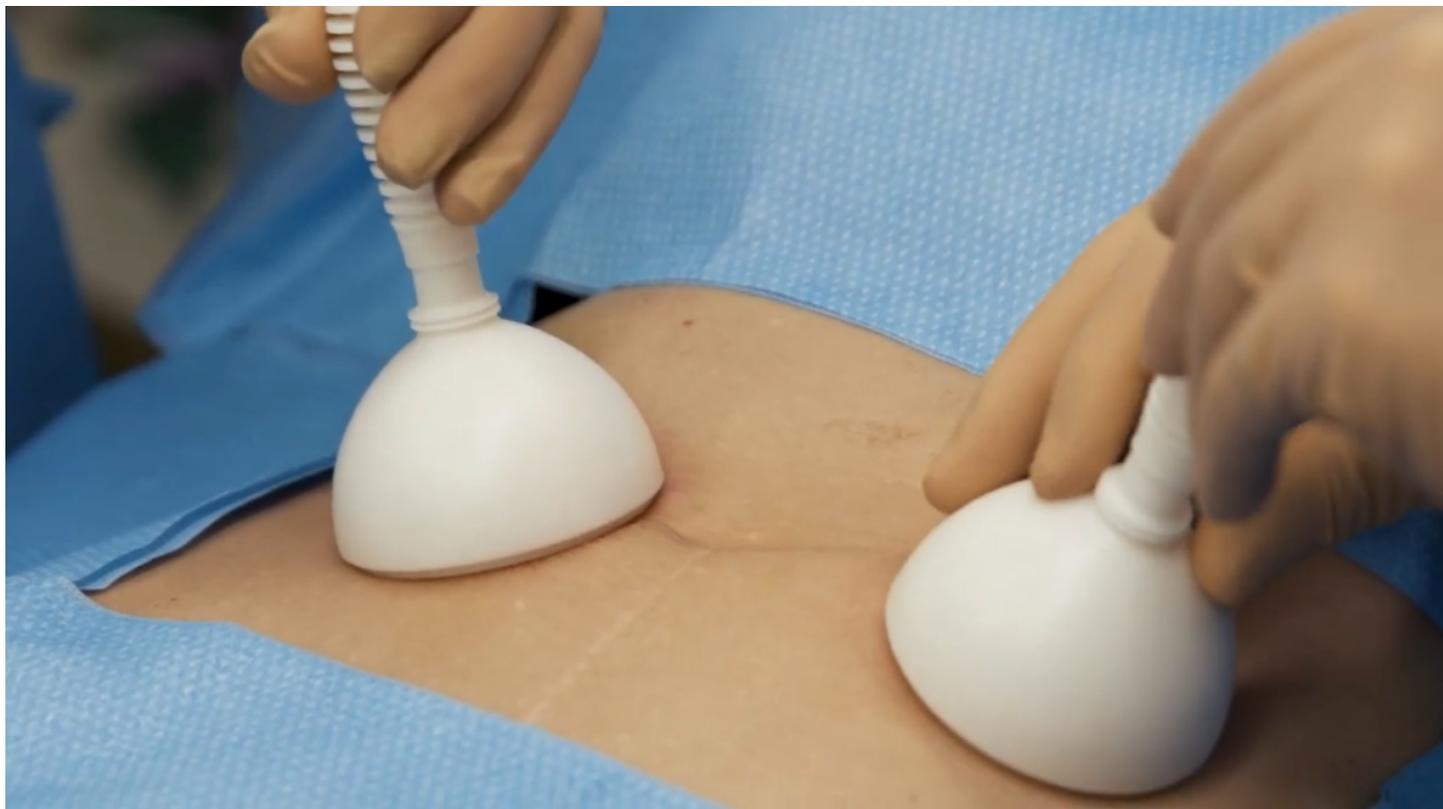


## Lapovations Signs Distribution Agreement with Oregon based Edge Surgical to Sell AbGrab® Across 3 Northwest States

Medical device distributor will provide focused sales and distribution of AbGrab® across Oregon, Washington, and Idaho.



**Fayetteville, Arkansas Oct 11, 2022 ([Issuewire.com](https://www.issuewire.com))** - Lapovations, a medical device company creating a platform of innovative products to improve laparoscopy, has signed a distribution agreement with Edge Surgical, an Oregon-based medical device distributor, to provide sales and distribution for their flagship product, AbGrab®. AbGrab® is a revolutionary surgical assist device that allows surgeons to lift the abdominal wall more reliably and less invasively at the beginning of laparoscopy or minimally invasive surgery of the abdomen.

Edge Surgical is the fourth distribution partnership Lapovations has secured in recent weeks to support the national launch of AbGrab®. Edge Surgical has three sales reps and partners with manufacturers like Lapovations to sell surgical instruments and devices used in the operating room, with a focus on OBGYN, Orthopedic, and General Surgery solutions. The group's Founder and Principal, Bob Fruin, has been in surgical sales for more than 30 years, servicing the Pacific Northwest for the majority of that time.

This is the farthest-reaching distribution partnership Lapovations has made to date and will drastically expand the geographic footprint of the sales network. "The Pacific Northwest is a population-dense region that has a reputation for excellent medical care, so we're excited to grow surgeon interest in the area in conjunction with the national launch of AbGrab. Bob and his team are experienced, skilled operators and we're looking forward to seeing them generate traction in this important market", said

Jared Greer, Founder, and CEO of Lapovations. “Surgeons have been looking for a more reliable solution for abdominal wall elevation, and we’ve developed that here with AbGrab.”

“I’ve worked with surgeons for over 30 years, and I’ve seen how frustrating abdominal tissue lifting is for them. AbGrab is truly a game changer that is going to be well received in our region”, said Bob Fruin, Founder, and Principal of Edge Surgical. He continued, “Any time you can deliver a solution that’s more reliable for physicians and less invasive for patients, it’s a win-win. Our team is looking forward to introducing AbGrab to the surgeons we work with.”

Though often the shortest part of a laparoscopic procedure, laparoscopic abdominal entry accounts for ~50% of serious laparoscopic complications and litigations related to laparoscopy (1,2). To reduce this risk, surgeons will lift the abdominal wall before entry, but current lifting techniques can be unreliable or invasive. AbGrab® uses suction to provide a more reliable, less invasive way to elevate the abdominal wall.

### **About Lapovations**

Lapovations, LLC is a medical device company creating a platform of innovative products to improve laparoscopy or minimally invasive surgery of the abdomen. The company’s first product, AbGrab®, is a novel device that uses suction to lift the abdominal wall at the start of the procedure. AbGrab® is more reliable and less invasive than current lifting methods. For more information contact: [mediarelations@lapovations.com](mailto:mediarelations@lapovations.com) or visit [www.lapovations.com](http://www.lapovations.com)

### **About Edge Surgical**

Edge Surgical has been a key Pacific Northwest medical device distributor for over 17 years specializing in surgeon-driven technologies that focus on and benefit the following specialties - General Surgery, OB/GYN, Orthopedics, Neurosurgery, Cardiac, Plastics, and Urology. Edge Surgical has sales representation covering the states of Oregon, Washington & Northern Idaho. For more information contact: [rmeda@gmail.com](mailto:rmeda@gmail.com)

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2. Jansen, F., Kolkman, W., Bakkum, E., de Kroon, C., Trimbos-Kemper, T. and Trimbos, J., 2004. Complications of laparoscopy: An inquiry about closed- versus open-entry technique. *American Journal of Obstetrics and Gynecology*, 190(3), pp.634-638 [Accessed 1 September 2021].



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Source : Lapovations

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