

Ambu Receives Excellence in Best Practices New Product Innovation Recognition

Best Practices Awards

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

Frost & Sullivan

In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry – A Global Growth Partnership Company.

Ambu demonstrates a strong overall performance.

Frost & Sullivan is proud to bestow the 2021 Global New Product Innovation Award in the flexible single-use endoscope for advanced visualization industry to Ambu.

Ambu values and understands the importance of investing in innovation and staying ahead of the competition. It provides its customers with a full spectrum of single-use devices for in-hospital (operating room, emergency room, intensive care unit, neonatal unit) and out-of-hospital settings – all while optimizing workflow, reducing costs, and improving patient care.



Ambu truly differentiates itself from competing solutions through its innovation and eliminates cross-contamination risk. Frost & Sullivan believes that these benefits are crucial during the COVID-19 pandemic and will continue to be post COVID-19.

Analysts evaluated key factors according to the below criteria.

New Product Attributes	Match to Needs	Reliability	Quality	Positioning	Design
Customer Impact	Price/Performance Value	Customer Purchase Experience	Customer Ownership Experience	Customer Service Experience	Brand Equity



“Ambu’s industry-leading technology represents a new approach to the long-standing challenge of expanding endoscopy procedures while ensuring devices are safe, affordable, and accessible.”

Pavel Zhebrouski

Best Practices Research Analyst, Frost & Sullivan

