

Following an Unconventional Path as an Entrepreneur

Despite the faltering economy and dismal financial news, people like Tracy Sigfrid are still out there, emboldened by good ideas, strong connections, and sheer determination to bring a product to market.



Tracy Sigfrid

Tracy's love for inventing began as a small child. She would help her grandfather in his machine shop as he taught her about cars and trucks, setting up a drip pan for Tracy to clean auto parts. Now, she is President and Owner of Product Technologies Design, LLC, and inventor of *Trach Tape*, an innovative fastener for additional tracheostomy tube security.

She is also not your typical medtech entrepreneur. Tracy is not an engineer or scientist. Her company has benefited from no formal venture funding, and as of yet, she does not plan for acquirement by a major medtech firm. What she does have is years of experience in the healthcare industry working with medical specialty groups (including medical device), over 15 years

of product development experience, strategic partnerships with talented local professionals, and a medical product ready for market distribution.

The *Trach Tape* was conceptualized as a result of Tracy's mother having a tracheostomy and being mechanically ventilated for 5-1/2 months, ultimately passing away in February of 2005. After only two days of watching her mother on the ventilator, Tracy saw a real need for improvement to help patients who are trached and vented. Her answer, *Trach Tape*, is a medical grade product that prevents cannula disengagement and inadvertent disconnects, allowing constant air flow to the patient on ventilator.

The road to product development has not been easy. Tracy has built her company from the ground up with little financial assistance from lending institutions. She has funded the bulk of her business through the art of creative barter, networking and negotiation, and pennies from her own pocket. When assembling her team to bring this product to market, Tracy looked to forge local partnerships with manufacturing and sales experts through her own network. This led her to Dave Carr, National Converting Sales Manager for Pepin Manufacturing, and Sales expert Alben Mokrzycki, both of whom offer extensive experience in the medical device and health care industries.

It is this indomitable spirit and strong belief in herself and her product that has brought Tracy to where she is today; the *Trach Tape* was issued a FDA (510K) Device Exemption in June of 2007, is Patent Pending, and is ready for distribution in the respiratory markets. She is also looking to offer it to hospitals and rehab clinics in domestic and international markets. In addition, Product Technologies Design, LLC, offers other medical

products for orthopaedic markets, including *Universal Comfort Grip*, used as a grip in many applications to improve hand and wrist dexterity. Tracy will be offering a future patented *Axillary Pad*, an ergonomically-designed medical crutch pad system designed to relieve pressure against the underarm, rib cage, and forearm. For more information on *Trach Tape* and Product Technologies Design, LLC visit www.ptechdesign.com.

Product Technologies Design, LLC is dedicated to developing innovative products in sports and medical markets which are ergonomic and are unique in design and function. The company's philosophy is about compassion and developing quality products that reduce physical pain.

Tracy D. Sigfrid is President and Owner of Product Technologies Design, LLC. She has experience in the healthcare industry working with medical specialty groups, including medical device. She has been a product developer for more than 15 years. Tracy is also the Director of Innovations Alliance Collaborative which she founded in 2007. The group was initially designed as a small organization of professional colleagues to assist each other with the R & D of their concepts. The Collaborative is now accepting outside ventures.

Thank You to Contributing Members

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