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Sensear Announces Partnership with Leading South African Distributor

Sensear continues its global expansion with the announcement of a Distribution Partnership with Millchem in South Africa. With offices in Johannesburg, Cape Town and Durban, Millchem is a leading supplier of specialized chemicals, machinery and equipment to the Southern African region.

Millchem trialled Sensears' SENS powered high noise communication devices with a number of their key clients with immediate positive feedback. The effectiveness of Sensear products and their ability to deliver a solution for Millchem clients with their high noise communication needs was extraordinary.

According to Chris Damen, Sales Director, Millchem "Even with our first customer trials, the feedback was excellent and we are already receiving requests for quotations. The technology is unique and opens up a huge opportunity for us to assist our current client base, and expand our business into new sectors"

"We are excited about the Millchem partnership because it opens up opportunities in South Africa where there is a concentration of global companies



we are already do business with in other regions of the globe” said Roy Barnett, COO Sensear who was instrumental in developing the relationship with Millchem.

South Africa is the first region in the world in which Sensear has successfully achieved certification for its Intrinsically Safe product. Millchem is well placed to introduce this innovative product to the mining, oil and gas and power industries in which I.S. products are required.

According to David Cannington, Chief Marketing Officer, Sensear. “As we continue to add distribution partners around the world, Sensear is being seen as an innovative high noise communication solution that will fundamentally change the way leading global companies address high noise communication challenges in the future”.

The signing of Millchem comes on the back of recent partnership deals in Asia, Europe and the America’s for Sensear with more to be announced in other regions of the world in the coming months.

About Sensear

Founded in 2006 in Perth, Sensear now has offices in Melbourne, Sydney, San Francisco and Los Angeles.

Sensear’s world first technology is based on sophisticated algorithms, which isolate, clean and package speech while suppressing background noise to a safe level. Sensear has incorporated the technology into the world’s first electronic ear plug and ear muff which enable face to face, mobile phone and two-way radio communication. Sensear has been recognized by the following leading industry organizations as a world class innovator:



*iAward Winner 2007 – HealthCare
iAward Winner 2007 – R&D
2008 Safety In Action Best Newcomer to Industry
2008 Dupont Innovation Award Medical & Healthcare
2008 AIDA – Scientific & Healthcare
2008 AIDA – Powerhouse Museum Award*

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About Millchem

Millchem was founded in 1983 and initially supplied chemicals to the glass and textiles industries. The success and growth of the company has seen expansion into more industries and as such positioned Millchem as a leading supplier of specialized chemicals, machinery and equipment to the Southern African region. Millchem have a substantial footprint with offices in Johannesburg, Cape town and Durban.

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