

### **Flexan helps Unitron Hearing gain a little Moxi™.**

Flexan has a long history in the hearing aid business, and at no time was this experience better utilized than on a recent project with global hearing aid manufacturer Unitron Hearing. Unitron approached Flexan with a concept for a brand new behind the ear (BTE) device incorporating many new design concepts. With distribution in more than 70 countries and twelve offices worldwide, Unitron is a well respected global company who specializes in high quality, easy to use hearing instruments.

The modern hearing aid marketplace is an ultra competitive space that places a premium on design, innovation, and new technology. It is against this backdrop that the Moxi™ project was born. Unitron sought to create a discreet, stylish, BTE style hearing aid with increased utility and new features. The challenge for the Flexan project team was to produce a critical rubber component to serve as the control interface for the new Moxi™.

This was a high profile project for both Unitron and Flexan that required intense collaboration between engineers, chemists, sales, and project management. The Unitron mechanical design team in Kitchener, Ontario developed a new control interface that integrates both volume control and program selection into a one button control. OnBoard™ control (patent pending) is a completely new design concept, which required Flexan engineers to formulate a custom material to match the demands of Unitron's bold new design. Rapid prototype tooling was quickly manufactured to produce samples for testing and proof of design.

The component material needed to maintain the audio integrity of the hearing aid, while also providing a soft and pleasing feel for an improved customer experience. Part geometry was also a concern, as this fairly small part went through several different revisions before the perfect design dimensions were discovered. The part had to be a high performer, due to extensive use, that would need to be durable while maintaining satisfying tactile properties.

While there were challenges throughout the process, diligent work by both sides has proven out the onBoard™ control (patent pending) design. According to Paul Aquilina Manager of Mechanical Design Engineering at Unitron Kitchener "I have little doubt that the reliability of the switch device will continue to perform for the design life of Moxi™. Moxi™ is garnishing tremendous success for Unitron. Mechanical design engineers live for creating successful new innovative products, and Moxi™ does fit that category. The success of Moxi™ was enhanced by the knowledge and experience of the Flexan team."

The Moxi™ has been an overwhelming success that is on pace to "outsell our initial forecast by several multiples," said Mr. Aquilina. He went on to say that he "wanted to share the high esteem that I hold Flexan employees. It is only proper that they be recognized for their contribution."

Flexan relishes opportunities to help its customers push the envelope and create innovative products that are successful in the marketplace and create new industry standards. It is through innovation and continuing to be a solutions provider to its customers that Flexan looks to grow its business in the years ahead.