**PRESS RELEASE HYG22**

**7 HOUR TOTAL AEROBIC BACTERIA TESTING**

**CERTIFIED BY AOAC-RI PERFORMANCE TESTED METHODSSM VALIDATION**

Hygiena, a global leader in rapid hygiene and food safety testing systems, has been awarded *Performance Tested MethodsSM* (Certification Number 031501) from the AOAC Research Institute for MicroSnap™ Total. The AOAC validation and certification study included the following raw and ready-to-eat products of fresh ground beef, fresh raw chicken, raw cow’s milk, pre-packaged iceberg lettuce leaves and fresh cream cake. This novel test is the first to detect and enumerate total aerobic bacteria and give results within a working shift. MicroSnap Total is a small, simple, low cost detection system that detects down to 1-10 bacteria in 7 hours, while detecting high numbers in as little as 1 - 2 hours.

MicroSnap Total is a versatile test that may be applied to raw materials, finished products (solid and liquid) and environmental samples. Processors can now collect samples at the beginning of a typical 8-hour shift and get results within 7 hours to verify product quality or take corrective actions as necessary. Knowing results by the end of the working day allows businesses to react to contamination in a timely manner, and positively release products with confidence thus reducing inventory costs.

Preventative measures to control food safety and quality are recognised by all regulatory agencies and the US FDA Food Safety Modernisation Act places greater emphasis on environmental monitoring for food processors. Accordingly, MicroSnap Total meets the needs of food processors for a rapid, convenient, and affordable environmental microbiology screening test kit.

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MicroSnap Total is a two-device test platform consisting of both enrichment and detection devices. The entire assay is run from start to finish in 7 hours with a 15 second read time. Compared to traditional plate count methods (giving results in 2 – 3 days), MicroSnap has a large dynamic range which means that material and labour costs of sample preparation and testing are reduced. Testing in-house is now simple and easy, giving timely results for better management and control with significant cost savings compared to contracting out. Hygiena is known for its excellent service and technical support and its Method Validation Program enables users to quickly implement and customise the method.

MicroSnap devices are measured with Hygiena’s EnSURE Multi-functional Monitoring System, a luminometer also capable of measuring hygienic status from adenosine triphosphate (ATP), Enterobacteriaceae, Coliform, E.coli, alkaline phosphatase (for dairy pasteurisation), and acid phosphatase (raw meat and fish) test. A video demonstration of MicroSnap Total can be found on Hygiena’s YouTube channel at [www.youtube.com/HygienaTV](http://www.youtube.com/HygienaTV).

MicroSnap Total joins other Hygiena tests certified by AOAC-RI PTM such as for Coliform & E. coli. Other products from Hygiena include the world’s best-selling ATP monitoring systems and UltraSnap ATP test devices.

Further information is available on request to:

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**FURTHER INFORMATION**

AOAC Research Institute

AOAC Research Institute is a division of AOAC International, a globally recognized, independent, not-for-profit association based in Gaithersburg, Maryland. Since 1992 the Research Institute has been striving to serve as a global provider of a complete range of products and services needed for the rapid validation and conformity assessment of commercial and analytical methods. [www.aoac.org](http://www.aoac.org)

Hygiena

Hygiena is a microbiology and life science company that serves industrial food processors, healthcare institutions, sanitation suppliers, life science researchers and the general public. Hygiena manufactures and sells a broad range of rapid monitoring systems, environmental collection devices, and rapid dilution devices. Hygiena is committed to the mission of providing customers with innovative technologies that are simple, easy-to-use, and reliable, with excellent customer service and support. All products are made under strict GMP standards, ensuring excellent product quality and reliability. With offices in the US, UK, China, India, and over 100 distributors worldwide, Hygiena products span the globe. For more information visit [www.hygiena.com](http://www.hygiena.com)

Watch product demos and instructional videos at [www.youtube.com/HygienaTV](http://www.youtube.com/HygienaTV)

Follow Hygiena USA on twitter @HygienaUSA

(approximately 510 words

including photographic annotation)

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**Downloads:** The press release text (MS Word and PDF format) and image are

available for download at:

[www.enterprise-marketing.co.uk/hyg/hyg22.html](http://www.enterprise-marketing.co.uk/hyg/hyg22.html)

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*The latest MicroSnap Total bacterial testing equipment from Hygiena International Ltd which can generate validated test results within 7 hours or a same day working shift.*

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**Company Information**

**CELEBRATING SUCCESS**

Building on >30 years of manufacturing experience in ATP bioluminescence, the company continues to innovate to develop simple rapid detection products and solutions for its customers.

Hygiena’s market leading qualities of proven high performance, repeatability and cost effectiveness have made it the system for choice for many leading blue chip companies around the world.

* 1st liquid stable ATP detection reagent (1999)
* 1st universal ATP reagent swab device (2000)
* 1st truly portable low cost ATP Hygiene monitoring system (SystemSURE, 2003; improved 2006)
* Independently verified and proven to give the best performance (2006, 2010, 2011)
* Business award recognition in several industries
* >60,000 systems sold
* Range of simple colour hygiene tests
* New test platform for 21st Century
* New EnSURE instrument (2011)
* More sensitive reagent (SuperSnap) supporting allergen control
* Detection of microbes and specific bacteria in less than 8 hours (MicroSnap)
* Detection of process indicators minutes (ZymoSnap)

Hygiena’s mission is to supply products that deliver simplicity, convenience, excellent performance and value for money, backed-up by expert knowledge with first class service and support.