

AW Technologies Press Release / 06.07.2026

# AW Technologies and Arabian Trade House enter Strategic Partnership to drive TrachFlush commercial expansion in Saudi Arabia

Nørresundby, Denmark / Riyadh, Saudi Arabia – AW Technologies, a company focused on developing and bringing to market disruptive and innovative airway solutions for mechanically ventilated patients, and Arabian Trade House, a leading distributor of specialized medical solutions in Saudi Arabia, announced today they have entered into an exclusive distribution agreement for the TrachFlush™ device in Saudi Arabia.

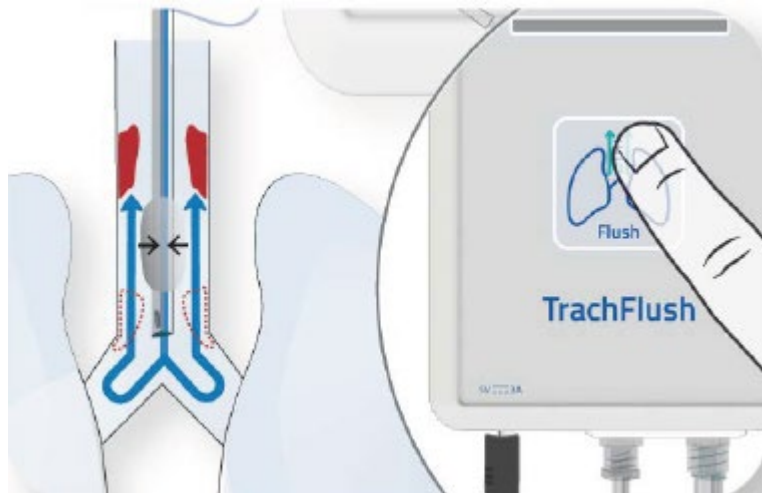


البيت العربي للتجارة  
**Arabian Trade House**  
MEDICAL DIVISION

Invented by Alberto Zanella, an Italian intensivist, and developed by AW Technologies, TrachFlush™ is a medical device that maintains the tracheal tube cuff's pressure, preventing subglottic secretion microaspiration, and removes the secretion below the cuff and above (subglottic) the cuff non-invasively, lightening the workload for healthcare professionals and reduced patient discomfort.



**The TrachFlush™ Device**



**Illustration of removing secretions with TrachFlush**

When the Flush button is pushed, TrachFlush automatically synchronizes with the ventilator, and deflates the cuff during the inspiratory cycle, utilizing the airflow of pressure from the lungs and the ventilator to “push” the secretions from above and below the cuff up into the mouth of the patient. TrachFlush re-inflates the cuff again prior to the expiratory cycle, avoiding PEEP loss.

**“We are extremely proud to introduce TrachFlush™ to the Saudi healthcare market through our strategic partnership with AW Technologies. This innovative solution represents a major leap forward in ICU airway management. In alignment with Saudi Arabia’s Vision 2030, our goal is to bring cutting-edge medical technologies that elevate patient care standards, improve clinical outcomes, and empower healthcare professionals across the Kingdom. We are confident that TrachFlush™ will set a new benchmark in respiratory care.”**

MR. MOHAMED OTHMAN

Business Unit Manager at Arabian Trade House

**“We are thrilled to partner with Arabian Trade House, a trusted and established leader in the Saudi medical sector. Their market expertise and strong presence makes them the ideal partner to successfully introduce TrachFlush™ and rapidly expand its adoption to benefit patients and clinicians throughout Saudi Arabia.”**

MR. ADAM HANSEN

Chief Executive Officer of AW Technologies ApS

#### **About Arabian Trade House**

Arabian Trade House (ATH), founded in 1978 by its president Mr. Safouh Horanieh, is a leading distributor of medical devices, biotechnology products, disposables, equipment, pharmaceuticals, and industrial supplies across Saudi Arabia and other Gulf countries. The company focuses on advancing healthcare through high-quality, cost-effective solutions, training, and education aligned with modern medical standards.

For more information about Arabian Trade House, please visit <https://www.ath.com.sa/>.

#### **About AW Technologies ApS**

AW Technologies – a Danish medical device company, established in late November 2018, focused on developing and bringing to market disruptive and innovative airway solutions for mechanically ventilated patients, including the primary product; TrachFlush. For more information, please visit [www.trachflush.com](http://www.trachflush.com) or [www.awtechnologies.dk](http://www.awtechnologies.dk)

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