

RAISING AWARENESS AND CREATING OPPORTUNITY THROUGH  
CONNECTION

**ABOUT ELLUME USA LLC.** Ellume Health is a manufacturer of diagnostic testing products for healthcare professionals and consumers. Their products include the latest digital technologies to provide an experience that is user friendly, highly reliable and provides good outcomes. In response to COVID-19, Ellume quickly modified their diagnostic technologies to accurately detect the COVID-19 virus and began production of COVID-19 test kits for global distribution. Founded in Australia, Ellume established their first US manufacturing and distribution site in Frederick, Maryland, in 2021, beginning operations in the early spring of 2022.

**THE CHALLENGE.** In response to the high demand for COVID-19 Test Kits, Ellume built and commissioned a world-class production space in Frederick to include the use of technology, automation and a strong workforce to quickly and efficiently produce testing kits. Ellume is committed to global growth as well as expanding a strong domestic presence in the United States. To support these efforts, Ellume identified a need to raise the level of awareness of the company and their unique capabilities, conduct outreach to congressional leadership, stakeholders and other partners and identify new opportunities for expansion to support the critical supply chain needs of the United States.

**MEP CENTER'S ROLE.** In response to the needs identified, Ellume engaged the Maryland MEP, part of the MEP National Network™, to support their marketing, outreach and awareness efforts including identifying opportunities to connect Ellume with legislative leaders, stakeholders and partners. In August 2022, the Maryland MEP team, working in conjunction with the NIST MEP Congressional and Legislative Affairs office identified an opportunity to arrange a site visit and tour for Senator Ben Cardin (D-MD), Senator Chris Van Hollen (D-MD) and Congressman David Trone (MD-06) as well as leaders from NIST MEP, including Dr. Laurie Locascio, Director of the National Institute of Standards and Technology and Pravina Raghavan, Director of the NIST Manufacturing Extension Partnership Program. This event took place on a monumental day for U.S. manufacturing. Earlier that morning, the CHIPS and Science Act was signed into law, authorizing \$9 billion for NIST and tripling the funding for Manufacturing Extension Partnership programs across the country. To help commemorate the occasion, Maryland MEP presented each member of the Congressional Delegation with a "Proud to Make it in Maryland" banner, a program designed to highlight and showcase the nearly 4,000 manufacturers that are proud to call Maryland home.

**"Working with the Maryland MEP has helped Ellume quickly and effectively gain attention to our product and capabilities and raised the level of awareness of what we have been able to build in Maryland. To host a Congressional Delegation of Senators Cardin and Van Hollen along with Congressman Trone was a true honor for Ellume."**

-Michael Mann, Director of Government Affairs

## RESULTS



150 new jobs



Congressional awareness and image of manufacturing



Supported Ellume's new product launch

## CONTACT US



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