

# KIMAL *eye*

KIMAL INTERNATIONAL NEWSLETTER

## Pack Partnerships *A Story of Success*

**In 1994 we started a collaboration with Vingmed Norway that involved Kimal putting Namic kits into Kimal packs. This was possible because Vingmed was both the Kimal and the Namic dealer. That sounds easy, in fact it wasn't because in many ways in most markets we are competitors!**

Anyway, 8 years later our introducing Kimberly Clark to the Vingmed group of companies now further strengthens our collaboration.

This four-way partnership has brought us huge business success as:

**Vingmed** are a well-established and respected supplier of Interventional Cardiology and Radiology products.

**Namic** are recognised as a manufacturer of the highest quality of Fluid Management Systems.

**Kimberly Clark** maintains their position as a leading manufacturer of high technology non-woven products such as drapes and gowns.

**Kimal** are envied worldwide for our expertise in customised procedure packs.

Eight years after we started this collaboration, Vingmed Norway now hold 100% market share in Cathlab packs and a very high proportion of the Radiology pack market. In Sweden, we are a market leader and the other Vingmed Group company - Vi-Care in Denmark have grown their sales by more than 80% during 2001 compared to the previous year.

During February 2000 I took a call from a friend at Namic who told me he was leaving. I suggested we might meet. I was in Qatar at the time trying to sell packs. There was nothing to do over the Arabic weekend so while I did yet more kilometres in the gym the ideas started to roll! The main challenge was to see if Kimal could work with the Namic brand in the UK. Kimal still doesn't have pack business in Qatar because they reuse almost everything!



*Tim Boddington*

Alan Press and I started meeting with Bill and Olivier from Boston Scientific in August 2000 and after some cautious discussions we signed a secrecy agreement and by December we expected a deal. But a new appointment at a senior level within Boston Scientific's European organisation meant that the plan had to be represented again by Olivier.

Our launch with Kimal distributing the Namic brand in the UK and Ireland started at the BCS meeting in Manchester in May 2001. The original idea was to have a 3-month period to phase out the old Boston packs made by Maxxim and to trial the Kimal specification packs. In fact when we went live on June 1st, our first objectives were to safely transfer the Boston packs over to Kimal packs. This involved a great commitment from Boston and in particular Bill and Olivier. At Kimal our UK Pack Specialist - Alan White worked hard, as did Jan Hipgrave and her Customer Service team.

After the first three months of this exciting partnership all accounts were safely transferred to Kimal, except for one small one using 200 packs a year.

Since November 2000 no work had been done by the Boston reps on packs so there were many product changes to make! The business has grown strongly and we continue to enjoy an additional sales rate of £1 million per year. A second stage has now been started with the addition of Namic Systems to Kimal packs. There are some 20,000 new packs, which will be turned into certain orders during the next three months. Now with a full UK sales team the future looks very bright!

Well, you may say, an interesting summary of another success story for Kimal, but what has this got to do with our International business? Well, Ireland is a part of our International business. Also, we recently have made a proposal to work with Namic in another market, Portugal.

Why? Kimal's dealer in this market, Medijope, has done an excellent job and dominates the Cathlab market with 90% plus share. Boston has a very low level of business there and we are keen to add the unique features from the Namic range to our programme.

The joining of our two activities will give our customers the advantages of products like 'Morse manifolds', the 'Squeeze Contrast Controller', 'Compensator transducer System' and 'Protection Station'. Already we have the first large customer set to use 'Squeeze'.

There are many other interesting ideas that fall out of this partnership. Often in markets where Kimal is strong Namic is weak. In other large European markets the Namic brand is extremely strong and ours is weak but we have custom procedure packing to add value to their business and to protect their activity as more and more markets change to procedure packs in Cathlabs and Radiology departments.

We believe strongly that the future of our business will be based on partnership initiatives. Initiatives will involve our dealers, their customers and suppliers as well as other competitor companies who need to join with companies such as Kimal to meet the changing needs of the disposable medical market in Europe, the Middle East and other countries.

*Tim Boddington*

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# HYGIEIA ULTIMA

## 21<sup>st</sup> Century Technology from Kimal



The Hygieia Plus has proved to be a world-class player in the field of CRRT. Some of the most respected names in this area of medicine are users of the machine.

We have been told time after time by our customers that Hygieia Plus is the machine of choice when taking into consideration all the machine characteristics needed for successful CRRT. So could we better this? Well, the answer is yes!

*Hygieia Ultima* is a new development based on customer feedback from users of the Hygieia Plus. We have reduced the weight of the machine which in turn leads to greater manoeuvrability.

To enhance the greater manoeuvrability we have changed the wheel design, now all four will steer. We have also enhanced the aesthetics; the enclosure is of a new design. The cart is also redesigned to incorporate a tray for the filtrate.

The internal component layout has been altered to facilitate easier access for servicing, should reduce service time and costs. We took care to ensure that all the Hygieia Plus Tubing would function with the Ultima; this means that existing customers who use Hygieia Plus can now purchase Ultima with no worries regarding tubing compatibility.



*Andrew Gardner*

The Hygieia Ultima also has paediatric software as an option, this can utilise the paediatric tubing with an internal volume of 42ml.

We were asked in the past about connecting to clinical information systems - this is now possible with the Ultima. We also have our own remote software for the Ultima that can connect multiple machines to a central station.

The Hygieia Ultima will be available during the Spring of 2002, when we expect quite a rush. Already in the UK we have at least one customer who we expect to place an order in the next few days.

As you can see the Hygieia Ultima takes effective CRRT further forward and takes Kimal even further ahead of our competitors in this field.

*Andrew Gardner*



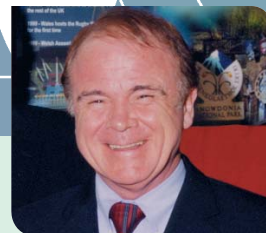
## Bio Cut

### Launching from the UK to the Global Market Place

We at will celebrate the start of the New Year with the UK launch of "Bio Cut" - our new & innovative Biopsy Needle range. The UK launch will be followed by the Middle East launch at Arab Health 2002 in Dubai. Additional international launches will follow later on in the year.

Our new range offers improved compatibility with other devices, improved design and more extensive uses. Enhancements that we are confident will be welcomed enthusiastically in the medical market place.

The company is embarking on a co-ordinated campaign throughout the early months of 2002 involving medical journal advertising, a focussed, innovative direct marketing campaign and a pro-active sales operation.



*Brian Deane*

## Arab Health 2002 Dubai 26<sup>th</sup>-29<sup>th</sup> Jan. 2002

**We will participate in this prestigious show, which will take place in the World Trade centre, Dubai during the late January.**

Arab Health is the largest and most successful healthcare exhibition in the Middle East. Now in its 26th year, it provides the gateway into one of the important and fastest growing health care markets. Arab Health is the only regional healthcare exhibition in the Middle East. It has become an essential forum for international and local medical companies to sell their products into the important Middle East market.

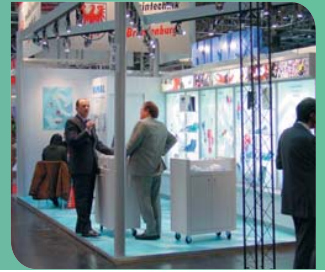
2002 sees the introduction of some new sectors at Arab Health, delivering a more targeted direction to the exhibitors. These include Medlab, Arab Dentistry & Pharmacy. To date there are over 700 companies already registered for the show. The booths will be housed in 14 pavilions and it is expected that over 13 thousand visitors will attend. Of those visitors, and from past statistics, it is said that 92% will be directly involved with purchasing. 70% will be prime decision makers. 39% will be international.

This will be a great opportunity for Kimal to participate. We will have our new purpose built stand, which will display a cross section of our product range. The timing could not be better for us, especially with the opening of our Middle East office in Sharjah and will demonstrate our continued commitment to this important sector of our business. We welcome all our friends to visit our stand during the exhibition and we will be updating you all prior to the event.

*Brian Deane  
International Manager Middle East*

Commenting prior to the launch, Kimal Managing Director, Alan Press said " Yet again we find ourselves at the forefront of the medical device industry with our new "Bio Cut" range. These needles are of excellent quality and are specifically designed for today's professional. We look forward to the range being welcomed and used by UK and International healthcare professionals in the Urology, Radiology and Nephrology fields."

*Ken Findlay*



# Kimal @ Medica 2001 A Stand Success



We unveiled our new international exhibition stand at the Dusseldorf show in November. For those of you who viewed it at Medica and for those who were unable to attend, I thought it useful to give you some insight into how we developed the stand and how we intend to evolve the concept during 2002.

The new purpose built modular stand was designed in the autumn utilising our new corporate background which you will see increasing reference to in all new literature form ourselves and focussing on our strongest brand image - the Kimal name!

The stand incorporates display areas, back lit visuals, a meeting area, literature and product sample storage areas all complemented by an innovative drop light design to give added enhancement to the stand.

Additionally, we had a small area dedicated to providing hot and cold drinks for both prearranged visitors and new visitors to our stand.

Set up took longer than expected, but maybe we have to expect these minor problems during the first 'live' run - I don't expect the same to occur in the future.

Overall, everyone from Kimal attending the show enjoyed working on the new stand and we also had many complimentary remarks made about it. However, we must not be too self-congratulatory nor should we be complacent. So, we have already made improvements for the stand's next appearance at Arab Health 2002 in Dubai. I do not want to give it away, but let us say that the stand should be easily spotted at the exhibition.

At ISCIEM in Brussels (March 19-22) we will, due to space restrictions have to revert back to the style enjoyed at Medica 2001. However, we have booked even more space for May's PCR in Paris (May 21 - 24) with the result that there will be even more storage areas and a larger meeting area.

As you can see our designs on the stand are ever evolving and we continually strive to improve our image and our branding in the International Arena.

If any readers visit us at any of the above exhibitions and have any comments on our new stand whether they are positive or negative (so long as they are constructive comments that I can work with, I don't mind), then please advise me at [ken\\_findlay@kimal.co.uk](mailto:ken_findlay@kimal.co.uk).

By the way, any of you attending Arab Health or ISCIEM in Brussels will be invited to enter our special World Cup 2002 promotion. The prize - A Fantastic Trip to the Opening Match & Ceremony (France v Senegal) in Seoul, South Korea on 31 May 2002. (Flights from the UK & Accommodation included).

*Ken Findlay*



*Ken Findlay*

## New International Logistics Facility

Kimal currently operates three warehouses with the majority of international shipments leaving from either Bromsgrove or Uxbridge. A decision has been taken to centralise our warehouse operation close to the factory in the West Midlands from where we can effectively distribute to both our domestic and international customers.

At the beginning of September work started on a brand new building at Droitwich Spa approximately 10 kilometres from the factory and extremely well located to the national motorway system.

Covering initially an area of 3,450sq.m there is provision to extend by a further 1,000sq.m when required.

Expected to become fully operational by April 2002 this new facility will take full advantage of our new I F S computer system, another major investment to improve the service to our customers. In addition the latest barcoding system will be employed to ensure rapid and efficient movement of stock through the warehouse.

We will keep you fully updated on this important development and how it will improve our service to our international distributors in the future.

*Tim Proger*



*Tim Proger*





## Welcome to Megan Fletcher-Jones

Megan joins us as Business Development Manager - Surgical Procedure Packs. She will focus on developing our sales within the UK Surgical Pack market. Certain areas will be targets because of our background in cardiology or because there is a significant market opportunity - Kimal's International sales lead the way! We have already sold cardiovascular or cardiothoracic surgery packs in Europe and the Middle East. We have also enjoyed some success selling obstetric/ gynaecology packs in Europe and currently have many leads elsewhere.

Orthopaedic surgery is a field with significant growth and one that is open for custom procedure trays. The Kimberly Clark range of gowns and drapes provide an excellent partner in many of our packs. The development of additional items such as disposable metal instruments for pacemaker packs will be one part of her work. Kimal also have a strong OEM partnership with Fresenius for whom we manufacture urological fluid administration sets.

We are currently considering some possible packs for this market.

The last year has seen a very strong growth in Kimal pack sales in all markets. Our overall sales are 30% increased over last year. We expect this growth to continue! The basis for our surgical pack development will be in the UK because this is our home market, an ideal place to start!

As Megan's team grows we can expect to see our pack capability extended into a number of surgical areas. These may not be appropriate for all of our international dealers but Kimal will make strategic partnerships with suppliers and dealers to continue to grow our business.

Megan used to work with Molynecke where she was known as "Pack Woman" as one of the less rude names I have been referred to in Kimal is "Pack Man", we will make a good team.

P.S. A full personal profile of Megan will appear in the next issue of Kimal Eye



Megan Fletcher-Jones

Tim Boddington



Andrew Gardner

## Melbourne, Critical Care Nephrology

During December, I attended the Symposium on Critical Care Nephrology in Melbourne, Australia.

Thanks to our friends at Medtel the Hygieia Plus is very well established in Australia and it was good to see such a positive response from everyone who attended the stand. We also had images of the new, soon to be released, Hygieia Ultima that attracted some interest, as I'm sure you can imagine.

The meeting had some very interesting content, specifically regarding two subjects, CRRT to treat septic shock and super high flux Haemofiltration.

Evidence now points to treating septic shock by Haemofiltration is purely an adsorptive process as no endotoxin is present in the filtrate. With the possible exception of super high flux dialysis utilising new membranes with a molecular cut off at 100,000 Daltons. Albumin loss was shown to be low and sustainable. The only puzzle here was clearance of IL8. It was found that IL8 was bound to the heparin and it's molecular weight was increased substantially thus explaining the low clearance. So far this is just research performed on buckets of blood, but certainly one to watch out for!

Rinaldo Bellomo who is one of the most respected names in the CRRT field performed this research and is, I should add a Hygieia Plus user.

Now on to other issues, the conference dinner was held in the Melbourne aquarium. It was certainly a different dining experience; some of the permanent guests there may have been more at home dining on me!

Looking outside from the windows of the aquarium across the river you can see quite a spectacle - for every evening after dark large flames are fired high into the sky from a row of large obelisks, these are referred to by the locals as the "pigeon toasters"

I would like to thank Medtel for arranging my visit to this meeting and also for the hard work and dedication that has culminated in the Hygieia brand being such a success in Australia.

Andrew Gardner



Steve Crouch

## Droitwich - A Purchasing/ Supply Chain Perspective

Kimal are due to open a new large distribution warehouse in the Midlands by April 2002.

This facility will be the centre of Kimal's distribution plans for the next decade. At 35,000 square feet and racking to 8 metres high, this project underpins Kimal's commitment to enhancing customer service levels both within the UK and overseas. This building will form the centre point of our distribution strategy, and will include full bar code capability, zoned picking areas and very narrow aisle (VNA) technology. Also within the building is a triple picking mezzanine for large-scale single box picking, fitted with conveyors and chutes to both maximise efficiency and protect goods. Dock levellers are included in this facility to both load/unload faster than before.

We shall be using the Distribution centre as our main stock holding facility, export services warehouse and regional delivery centre for the Birmingham area. The remaining warehousing facility at Uxbridge will continue to service our London based customers with our own transport.

The main distribution warehouse will have separate export packing areas with specialist push back racking for order amalgamation prior to final packing. In due course we shall be looking to include a specialist automatic pallet-wrapping machine for better protection of goods leaving this facility.

It is expected that with the introduction of this facility, and the immediate implementation of bar code equipment that 100% correct picking rates will be achieved, making miss-picks a thing of the past. Furthermore Kimal will be able to increase turn round speeds to complement our external customers distribution systems and networks.

Steve Crouch



## 8<sup>th</sup> World Congress of Intensive and Critical Care Medicine

This meeting was held in Sydney, Australia from 28 October - 1 November. Kimal attendees were Alan Press, David Jones and Andrew Gardner and they were fully supported by the Critical Care Team of Medtel, the local Aussie distributor.

Whilst the access programme and our customised pack service were on show, the major feature on the booth were Hygieia Plus and the first prototype of the 2002 version which is named the Hygieia Ultima. It was fantastic to see so many happy users of the Kimal machine and to listen to their comments on the design improvements built into the Ultima.

All in all it was a great show, made especially successful by the great team at Medtel. Thanks.

Alan Press



Alan Press