

2010 Review

By Peter Staddon

2010 has been an eventful year for everyone here at Benmor Medical. The company has grown and developed due to the new ownership at the end of 2009 and we have introduced a number of new products in order to cement our place as one of the UK's leading suppliers of bariatric equipment.

Here is a round-up of this year from a Benmor point of view.

January saw us attend the annual Moving and Handling People exhibition in Islington. The exhibition was a big success and our free champagne prize draw went down very well with the delegates.

This was also the first exhibition for our Area Sales Manager for the North, Tim



Clarke.

Tim Clarke presenting a magnum of champagne to Peter Malaczek, the winner of our free prize draw.

In March, all of our Area Sales Managers became members of the National Back Exchange and have since then been involved with many of the regional Back Exchange meetings which take place around the country.

Our products have always been designed and improved through constant feedback and continued discussion with customers and patients. We believe these meetings are a great chance for us to listen to what is happening in the world of back care and manual handling in order for us to supply the best products and services possible.

If you run a regional Back Exchange group and you would like some input from a bariatric equipment supplier, please contact our sales team and they will put you in contact with the relevant Sales Manager.

The new Benmor website was launched in May. The new site is a huge



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improvement on the previous one and includes individual pages for each product with a wealth of information for all of our products and services. The website has been very well received and we believe it is a great reference point for any customers needing information about us or our products. Of course, we are always on the end of the phone to answer any questions or supply information but as a first port-of-call, the new website is a great help. The website is constantly being updated with news stories and new equipment and we will be introducing downloadable product sheets for every product page in the near

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future. If you haven't already, why not check it out? www.benmormedical.co.uk.

May also saw the introduction of the new Aurum Expandable Bariatric Bed. The Aurum bed is arguably the biggest development Benmor has seen in recent years and has moved us into a much more competitive position in the bariatric bed market. This fully



electric profiling hospital bed has a 414kg/65st weight limit and is available with or without an integral weighing system. The bed has been designed to conform with all the latest legislation for hospital beds including safety rail heights, entrapment rules etc.

August was the time for us to launch our new product brochure together with the new Benmor logo and product



literature. A big thank you to everyone who helped make the brochure and backdrop photo shoot possible, we are really pleased with the results and this is down to everyone's help and hard work. If anyone would like a hard copy of the new brochure please email sales@benmormedical.co.uk with your name and postal address and we will be more than happy to send a few copies to you or your department.

August also saw us hit record figures for rentals so thank you to all of our new and existing rental customers for helping us achieve this.

In **September** we attended the annual National Back Exchange Conference in Hinckley. This was to be the stage for the official launch of the new Aurum Expandable Bed. The Aurum Bed was the focal point of our stand and attracted a great deal of attention from the delegates. Our sales team received a very positive response from delegates wishing to see a demonstration of the new Aurum Bed and we are still receiving calls from people



Mark Curtis presenting a magnum of champagne to Cynthia Horncastle, the winner of our free prize draw at NBE '10

who were impressed by the bed at Hinckley.

We also gave a short presentation about the Aurum Bed with the help of Anita Rush (Clinical Nurse Specialist based in Berkshire) which gave attendees a chance to assess and evaluate the bed.

Once again, we ran our free prize draw for a magnum of champagne and the lucky winner this time was Cynthia Horncastle, congratulations to you!

November was very entertaining for us with the

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majority of the boys from the sales and rentals team taking part in 'Movember', an event which involves growing a moustache for the entire month in order to raise sponsorship for The Prostate Cancer Charity. As you can



'The Toshiba's' sporting their moustaches, unshaven for the whole of November

imagine, we all looked completely ridiculous with furry top lips but the donations are still trickling in as I write this. Movember has raised around £40 million for The Prostate Cancer Charity this year and we have all enjoyed contributing towards this phenomenal total. You can view all of the pictures by going to www.movember.com and searching for 'The Toshiba's'.

December was the month the big freeze hit the UK. We saw a lot of snow around the

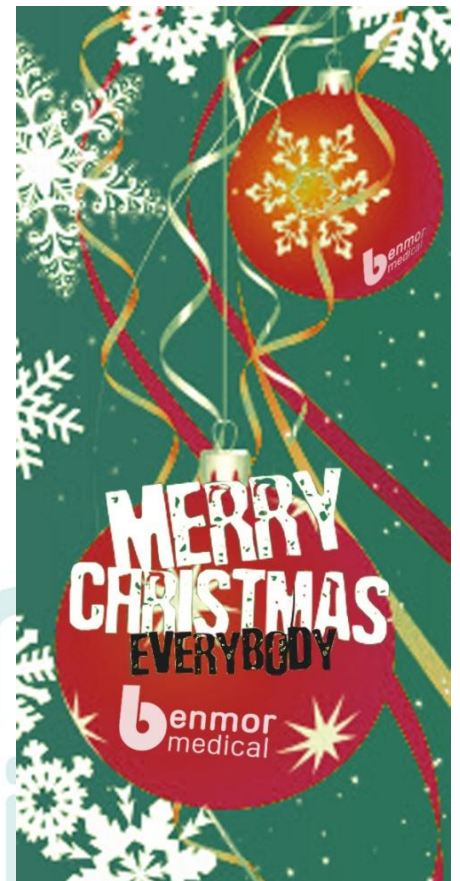
country and we were hit pretty hard on the south coast for a day or two. However our intrepid Rental Technicians battled on and we did our best to fulfill as many rentals as possible despite the treacherous conditions.

On a lighter note, December also saw us introduce our bariatric treatment couches as available for rental as well as sale in the New Year.

We are proud to say that Benmor Medical is thriving as a company in an economic climate that is testing a lot of the bigger companies in the world and this is in no small part down to the dedication of our staff and the support and loyalty of our customers.

We would like to thank all of our customers for your continued support and we are all looking forward to some exciting developments in the New Year.

**Merry Christmas
from Benmor
Medical and we
hope you all have a
fantastic 2011!**



Peter Staddon – Managing Director