



Aqib Majeed <viamed.aqib.majeed2@gmail.com>

Fwd: Our discussion at Medica

Ryan Swaine <ryan.swaine@viamed.co.uk>

Fri, Jan 16, 2026 at 2:37 PM

Reply-To: ryan.swaine@viamed.co.uk

To: Emily Morton <emily.morton@viamed.co.uk>, Kate Griffiths <kate.griffiths@viamed.co.uk>, Aqib Majeed <aqib.majeed@viamed.co.uk>, Sophie Lines <sophie.lines@viamed.co.uk>

Hi, please can we provide Michael with a proforma invoice for the following:

Company: Pulmona (CID35463)

EUR distributor

- 1x 0111265 Ultramax analyser
- 1x 0012165 VM-2160 (with 0014851 wrap sensor) - agreed on 25+ price for evaluation = €310
- 1x 0014753 paediatric sensor
- 1x 0014895 extension cable

Thank you, Ryan

Ryan Swaine
International Sales Manager
VIAMED

www.viamed.co.uk

Email: ryan.swaine@viamed.co.uk

Office: +44 (0) 1535 634542

Mobile: +44 (0) 7803 907117

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----- Forwarded message -----

From: <michael.laemmler@pulmona.ch>

Date: Fri, 16 Jan 2026 at 13:42

Subject: AW: Our discussion at Medica

To: <ryan.swaine@viamed.co.uk>

Dear Ryan

Yes, it is: CHE-182.121.461

Best regards,

Michael



Pulmona GmbH | Hauptstrasse 22 | 9042 Speicher | info@pulmona.ch | www.pulmona.ch | +41 79 237 91 61

Von: Ryan Swaine <ryan.swaine@viamed.co.uk>

Gesendet: Freitag, 16. Januar 2026 14:16

An: michael.laemmler@pulmona.ch

Betreff: Re: Our discussion at Medica

Thank you Michael

Do you have a company VAT or EORI number that we may need to add to the invoice?

Best regards

Ryan

Ryan Swaine
International Sales Manager
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www.viamed.co.uk
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On Fri, 16 Jan 2026 at 13:10, <michael.laemmler@pulmona.ch> wrote:

Dear Ryan,

Well then, please send us the ordered UltraMaxx O2 and the VM2160 together with ordered accessories from our last email , thank you.

Best regards,

Michael



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Von: Ryan Swaine <ryan.swaine@viamed.co.uk>

Gesendet: Freitag, 16. Januar 2026 11:30

An: michael.laemmler@pulmona.ch

Betreff: Re: Our discussion at Medica

Hi Michael

Thank you and all the very best for the new year.

Unfortunately we can not offer a 50% reduction on our distributor prices, the best I can do is offer you the qty 25+ price on the VM-2160 (€310).

Best regards

Ryan

Ryan Swaine
International Sales Manager
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On Tue, 13 Jan 2026 at 07:41, <michael.laemmler@pulmona.ch> wrote:

Dear Ryan,

Thank you for your feedback, great!

Well, then we like to order one VM-2160 together with one multiuse wrap sensor and wraps for children, together with one extension cable. For testing, we don't need any adult sensors!

And at the same time, we also order one UltraMaxxO2, also for testing reasons. We would be happy if you could send it, together with a testing discount (lets do 50/50?), to the following address:

Pulmona GmbH
Michael Lämmler
Hauptstrasse 22
CH-9042 Speicher

Thank you and best regards,

Michael



Pulmona GmbH | Hauptstrasse 22 | 9042 Speicher | info@pulmona.ch | www.pulmona.ch | +41 79 237 91 61

Von: Ryan Swaine <ryan.swaine@viamed.co.uk>

Gesendet: Freitag, 12. Dezember 2025 17:25

An: michael.laemmler@pulmona.ch

Betreff: Re: Our discussion at Medica

Hi Michael

I am sorry for the delay in my response.

We do not normally provide demonstration equipment to distributors, but if you purchase the items and then after an initial evaluation you decide against working with us, we could look towards taking them back as a sort of sale or return.

In regards to the VM-2160, I am happy to give you a provisional exclusive period and then it allows you to evaluate the market further and then we can discuss the potential and take it from there. We could look towards offering exclusivity for the Ultramax, but companies may still purchase from Maxtec directly, but they would pay a higher price than you.

Please let me know your thoughts.

Kind regards

Ryan

Ryan Swaine
International Sales Manager
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On Sat, 6 Dec 2025 at 13:27, <michael.laemmler@pulmona.ch> wrote:

Dear Ryan,

Thank you very much for sending the insightful documents. The information we gained from them and the fact that the CH representative for these two products already exists certainly does not make the whole topic any less exciting for us!

I see good sales potential for these two products, provided one knows the specialised users in homecare and hospitals. Thanks to our many years of collaboration with this target group and the mixed experiences we have had so far with our current product range in this area (Aerti pulse oximeters, LepuMedical oxygen concentration analysis device), your products are very interesting for us!

Would you be willing to send us one test device each, an UltraMaxxO2 and an VM-2160 SMARTsat, with the following sensors?

- 0014851
- 0015011
- 0015012
- 0014896
- 0014890
- 0021018

We would like to review these products together with our customers, and we would also like to provide them the VM-2160 SMARTsat to give it to patients for several days for testing purposes (for that, one or two additional sensors and also a disposable pediatric sensor would be helpful). Here in Switzerland, providing devices to children and infants is particularly relevant, as these services are covered by the compulsory health insurance.

And do you see any possibility that we could obtain exclusivity for these two products in the Swiss market, perhaps limited to several years? That would, of course, greatly support us during the introduction phase of your products...

I wish you a wonderful weekend and look forward to your reply.
Kind regards,

Michael



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Von: Ryan Swaine <ryan.swaine@viamed.co.uk>
Gesendet: Donnerstag, 4. Dezember 2025 18:32
An: michael.laemmle@pulmona.ch
Betreff: Re: Our discussion at Medica

Hi Michael

I am very sorry for the delay in my reply, I have only just caught up from the Medica exhibition.

Thank you for dropping in to see us, it was a pleasure to meet you.

Please find our information and distributor pricing for both the VM-2160 SMARTsat Pulse oximeter and the Ultramax Oxygen analyser.

I am pleased to inform you that both devices have a Swiss representative, so there should not be any issues for you importing them.

I look forward to hearing from you and please let me know if you have any questions.

Kind regards

Ryan

Ryan Swaine
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On Tue, 25 Nov 2025 at 08:03, <michael.laemmler@pulmona.ch> wrote:

Dear Ryan,

It was nice to meet you at Medica on your booth. We talked about a possible distribution of the following products in the Swiss market :

- UltraMaxO2 Oxygen analyser
- VM SMART Sat Pulse oximeter with their consumables

Due to the point that Switzerland isn't part of the EU, we need for medical products an additional certification procedure called « CH-Representative ». The CH-Rep can be a specialised Law firm as for example qs-experts (www.qs-experts.com), which whom we work already partially together) who is the autorised Representative and takes the responsibility for the producer if there would be a compliance or quality issue in the country (more under <https://www.swissmedic.ch/swissmedic/en/home/medical-devices/market-access/ch-rep.html.html>).

If the product is CE-marked then it is not a big issue - only a registration as producer is needed and then, of course, it is a question of costs : It depends, how many product family's, normally it is in between 2'000 – 3'000.- Euro's in total. And, in my opinion, for products as the UltraMax O2, which are not used with or on patients, this procedure is even not needed.

If you are interested in having some of your products sold in Switzerland, we would be happy of being your local partner here. Since many years, we are used working together with the Swiss Lung Leagues in the whole country (french-, italian- and german speaking part of Switzerland). This are non-profit-organisations, which are covering 80% of the swiss homecare-market of pneumological treated patients.

We would be happy to hear from you.

Best regards,

Michael Lämmler

Company owner



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