

Sweden

08\05\14

Merivaara

Meeting with:

- Anders Herdevall - MD
- Anna-Karin Ahnell – Sales Manager
- Carin Rang

- Merivaara Finland (HQ) has recently been purchased by an investment company, more pressure is being applied.
- Merivaara realise that it is so difficult to invest in new products all of the time, so they are supplying 40% trade items across all the Scandinavian countries. There may be some potential for us in these countries if anything was to change with our current distribution channels.
- Anders says he is happy and that he is used to the pressure from his GE days, Merivaara are wanting increases of 30%+, but Anders thinks this is unrealistic in today's market, although they are increasing business.
- There is a new hospital in Karolinska, Anders has just won a tender for 700 examination lights.
- Unfortunately the VM-2160 tender ends at the end of June. We do not know what is going to happen after the end of June, but there are 2 options:
 1. As the tender comes to an end the users are left with the option to purchase whichever products they like, hopefully we will retain some of them with the VM-2160.
 2. They may decide to start a new tender, this would probably happen very shortly after the existing one comes to an end. Unfortunately, Anders believes that there could be up to 30 competitors for this and we would have to sharpen our pencils in order to be competitive, as most of the players will be looking to take this business away from us.

Note: The VM-2160 tender has purchased 500x VM-2160 so far.

- They still have concerns on the quality of the hard clip sensor, as they are getting some complaints from some of their customers. I informed them that we have started to create a U in the cable within the connector to stop the breaks in connection, when the users clean the cables and pull on them. Anders would like us to provide some technical drawings or data for this, so he can clear it up with his end-users.
- Interested in the VM-2103, to send pricing and leaflet in PDF and Word.
- Going to look into the Vet monitors, may be with an exploratory mail shot.
- TT and Apgar Timer, they are going to look into what the hospitals are currently using, as they are supplying beds in to the delivery area.
- Mentioned that we will have a new SPpO2 board and pulse oximeter in the future, they are interested to know more when we are closer to having the product ready for market.