

Breathalysers – Alcotrue

AlcoTrue Mailing Reports #18

Attached to Marketing Material IDs

371 Breathalysers - AlcoTrue Series
373 Breathalysers - AlcoTrue Series Technical Specification
463 Ambulance Life A3 Advert
468 Ambulance Life Advert 2016 A3

Global Mailings

371 Sent to A&E (Kaltz), Private Ambulances, Drug Rehab, ICU (Kaltz)
May2016 371 Sent to Police Medical Mailing Group
371 Sent to Private Ambulances Mailing Group
Jun2016 463 Ambulance Life June 2016 Edition
Jul2016 371 Sent to ICU Group
371 Sent to Heads of Maternity
Aug2016 468 Vol 16 Issue 8 August 2016
371 Sent to Priory Hospitals
Sep2016 463 September 2016 edition with editorial
468 Vol 16 issue 9 September 2016

Included with Orders Mailings

No orders have included mailings

Stock References Linked to Marketing Material

4710010 AlcoTrue M Professional Breathalyser
4710020 AlcoPrint Printer Set- UK
4710021 AlcoPrint Printer Set - EU
4710030 AlcoTrue M Breathalyser Kit - UK
4710031 AlcoTrue M Breathalyser Kit - EU
4720011 Rechargeable Li-Poly Battery 3.7V
4720012 USB Li-Poly Battery Charger Mains Power
4720022 USB Li-Poly Battery Charger Mains Power
4720013 USB Li-Poly Battery Charger Vehicle
4720020 Carrying Case - Small
4720021 Carrying Case - Large
4720010 PC Software (AlcoTrue P) inc USB cable
4750011 Paper Rolls (qty 5)
4410520 Capnograph VM-2500-S
4410500 Capnograph VM-2500-M
5310010 CO Screen CO Breath Monitor

Price Enquiries

*NOTE from 10/11/2015 to 20/9/2016 Dates were logging incorrectly, however the total number Click is correct between these times

Date Key	Quantity Ticks
Nov2014	1

Jan2015	1
May2015	1
Jun2015	1
Jul2015	2
Oct2015	5
Nov2015	2
Apr2016	1
May2016	2
Oct2016	1

Call log Marketing Ticklist

Date Key	Quantity Ticks
Dec2015	4

Sales

Single order from Priory Group Hospitals – Chelmsford

July 2016

Alcotrue M Breathylyser Kit – UK - 4710030 x 1

Mouthpieces 1 pack (25 pieces) - 4750010 x 1

Paper Rolls (Qty 5) - 4750011 x 1

Total £1,057.60

Marketing

Exhibitions

Exhibited at Emergency Services Show in September but no leads or feedback provided.

Will be exhibited at Medica in November.

Future Marketing

We have done a lot of marketing for this product with no feedback, I'm kind of stuck where to try next. It may be we need to advertise in more trade magazine or online but it may be the same case as we have with the Fire that they only look to purchase these sorts of items through a tendering process.