


Marketing Review

No.2 2024

We exhibited at Arab Health 2024, Dubai. As always, it was great to meet with some of our international distributors. Seen here: Gima, Italy – Kettanah, Lebanon – Muscat, Oman – Team dinner with Chislon, Abu Dhabi

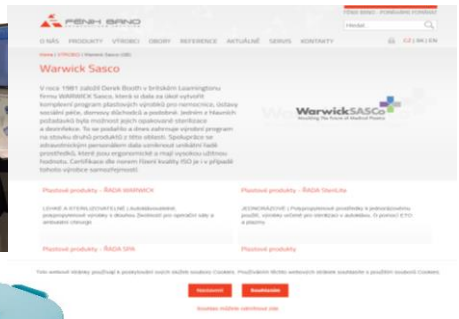


Arab Health 

Anthony Heard, Decontamination Manager, presented Princess Alexander Hospital study “Returning to Reusable” at NHS England midwifery conference to over 250 healthcare influencers. The study outlines steps to make the switch, stakeholders, the environmental and financial benefits. Ask us for a copy to share with your customers.



Fenix Bruno, our distributor in Czechia, translated SASCo's product brochure. To promote the brand, they enhanced their website and catalogue to include our full product ranges. It has already been a busy year for them with an increase in orders.



Each year we support Smile, our local hospital magazine. Patients use SPA range urinal bottles, drinking beakers and bedpans during their hospital stay. After trying and testing them in a medical environment patients look to purchase them for use at home.



Introductory visit to our distributor in Ireland, Brennans & Co, for a business review, planning and products training.



Please share your success, exhibition or event with Janine@sasco.co.uk

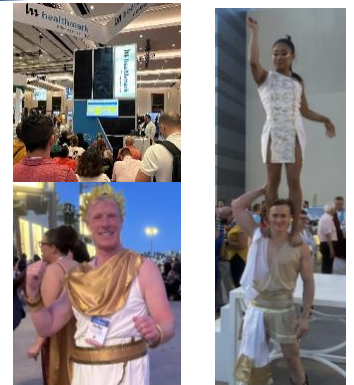


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Darby attended the HSPA annual Sterile Processing conference in Las Vegas. The 1,000+ attendees heard about industry advances in decontamination from prominent leaders in USA.

Healthmark Industries, Warwick SASCo's long-term partner in US, hosted a fun, Greek themed party to celebrate the annual event.



We welcome Agility Group. They will manage promotion and sales to markets in the Caribbean and are our latest addition to 90+ overseas distributors.

AGILITY
INSPIRING CONFIDENCE

At P4H (procurement for hospitals) Conference, the focus was on NHS Scotland Net Carbon Zero goals. Warwick SASCo are working with The Green Theatres Group, who are developing a pathway to remove single use products from theatres. Hospitals are encouraged to replace single use with more sustainable materials, such as reusable plastic.



Look out for our advert supporting Green Theatres. This and other adverts, editorials and press releases can be adapted to your region. Send Janine the copy specs and a brief.



Another informative Central Services Club annual meeting in London. Industry experts presented advances in AI, robotics, education and standards. Reusing products versus single use was the hot topic and attendees voted for the importance of sustainable decontamination. The evening's quiz was equally entertaining as challenging!



Great customer feedback from Gleninvest, Croatia, who reported a hospital customer's satisfaction that gallipots purchased in 2016 were still in use! A reminder to ask customers to audit stock and replace when it's more than 2 years old.



WarwickSASCo
Moulding The Future of Medical Plastics

Send your successes, exhibition or event details to Janine@sasco.co.uk