

Marketing Review 3 - 2024

The last few months of 2024 saw some great activity from SASCo and our worldwide distributors! Here are a few ideas and successes we want to share with you:

AFPP asked Princess Alexandra hospital to present the success of their sustainability project. Anthony Heard, CSSD Manager, seen here lecturing with Janine Farmer.



Sterisaco, Romania, arranged a team training day on use of polyware in CSSD. The result was product adoption and sales uplift in their region.



Sterisaco sponsored Timea Hilde Chenghe, CSSD Manager at The County Hospital of Satu Mare, to attend IDSC, UK. Simon Lambert, Trust Decontamination Lead, gave Timea a tour of the facility at UHCW.



Medhold, our distributor in South Africa, sent us this team photo taken during a visit by Darby in the 90's,!

They recently added SASCo's logo with a link to our website to their website. A simple but effective way to increase brand awareness. Ask us if you want to do the same.

Our brands



Medica Co exhibited at the Northern Thailand Sterile Services Conference in December 2024. The result was new users of plastic and increase in orders.



A productive and fun team meeting with Health Edge Solutions, our partner for UK sterile services. Contact them for your product needs.



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

Marketing Review 3 - 2024

IT1913: tray used here for roll-out for Imvanex vaccination against Monkey Pox.



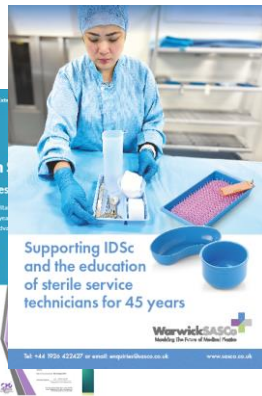
To improve sterile service practices in Romania, Ramona Marincas, President of APCI, attended WHFSS. Satu Mare Emergency Hospital is a user of Warwick SASCo products and a big supporter for the use of polyware in CSSD. They are here with Janine and Christian Rodriguez from Madegon, our distributor in Chile.

Supporting the education of our technicians. Ask us to adapt adverts for your market.



Did you see us at a conference?

The Institute of Decontamination Science, Birmingham, UK



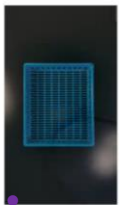
Medica 2024 & distributor meetings with Novimed, Germany, and Medilabs, Poland.



WFHSS 2024, held in beautiful Santiago de Chile was attended by 1350 health professionals. We love Neomed, Peru, promotional T-shirt with Warwick SASCo branding.



20-23 NOV 2024 SANTIAGO-CHILE



Visiomed, our clever distributor in Morocco, made a promotional film about our products: <https://lnkd.in/eF2q5Bu3>

Top feedback from our recent customer survey:
73 products surveyed (with 37 customers)
0 product issues identified
All customers rated our products better than competitive products
Please tell your customers the good news!



Remember to follow us on Linked-in and our website so see regular reviews and activity updates

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

