

The World of Care

Edition 1, 2017

Newsletter from Care Integral GmbH – all the latest from forma-care®



Welcome to
Medi-Inn and forma-care



*An insight into the world of
forma-care and Medi-Inn*

*National Health
Service ...*



**WE ARE
BUILDING
SOMETHING
SPECIAL
TOGETHER!**

*THANK YOU
National Health Service ...*

... For trusting our performance and products.

Medi Inn, along with the brand name forma-care, has participated in the NHS Supply Chain Tender for Disposable and Washable Continence Care and Associated Products in the United Kingdom, and won! Medi Inn and forma-care would like to thank you very much for the award.

We are very pleased that we are now allowed to work with NHS Supply Chain. We will use this opportunity to inspire all stakeholders.

We are convinced that the high-quality care of patients is at the forefront of what we do. At the same time, we are aware that the supply of continence products to the NHS must also be economically feasible. We believe that we have managed to achieve balancing act between very good qua-

lity and affordable prices. Thanks to many years of experience in both the German and the English market, we understand the market requirements down to the smallest detail. Our vision is to optimize the supply of Disposable and Washable Continence Care and Associated Products along the value chain with quality and professionalism, and to support the NHS in partnership.

In times of increased product demand due to an aging population, a strong partner for the NHS is now more important than ever. To be a partner of and to strengthen the NHS in the field of continence care is a great honour for us. We look forward to the new challenge! National Health Service, you can rely on us!

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Our Headquarters

*Our house in
Bad Schwartau –
at home in the world*



forma-care have been providing Adult Incontinence Care Products to the German Market since 1989. Our 28 years of experience enables us to provide products of the highest quality. We have an extensive range in three qualities; forma-care Premium Dry (TBS backed breathable), forma-care Sensitive (TBS backed non breathable) and forma-care Comfort (PE backed). Quality without compromise coupled with an extremely attractive value proposition for both the end-user

and our Distribution Partners are the building blocks upon which our business is built.

We are constantly challenging the established Brands in this Sector, regarding quality, price, service levels and Sales Strategy. Our established customer base of over 1000 Care Homes, Hospices and Hospitals in Germany is testament to the success of our performance. Our price: performance ratio in terms of product is amongst the best in the market.

The success in Germany with products and innovative services gives us the opportunity to take a look into other markets and therefore forma-care is available in different countries all over the world. Our Brand and Business will grow with the help of our established Distribution Network, which we are growing all the time.

Behind the international brand forma-care sits the Hanseatic company care-integral GmbH. The worldwi-

de distribution is controlled from our headquarters in Bad Schwartau, a small town between Hamburg and the east Baltic Coast. The Hanseatic culture is reflected in our Code of Conduct for the „honest merchants“. We trust our partners as they can trust us. We are reliable, fair and binding. Our thinking is cosmopolitan and free. Corruption and fraud are strictly rejected. We stand for freedom, social security and respect for human rights.

Highest quality of life with absolute reliability.

Incontinence severity
(involuntary loss of urine in 4 hours)

light (50-100 ml)	moderate (100-200 ml)	heavy (200-300 ml)	severe (over 300 ml)
from to			



The Comfort and PREMIUM Range



Double Top Sheet



Highly absorbent



Wetness indicator



Breathable -
for healthy skin

We want to change things!

Successfully onto the NHS Supply Chain Framework Agreement - and now? Some would relax and think that the goal has been achieved and the rest will fall into place. Medi Inn and forma-care however not, because if we stand still, we go backwards. The Framework is now a further incentive to look ahead and to identify new possibilities for the optimization of Continence Care in the UK.

The possibility of financial savings will of course be an important issue. With lean processes, the right products and the creative ideas, we strive to keep costs as low as possible for all parties involved - without compromising on quality. The resources that are freed by our processes are used to improve the supply structures elsewhere.

With innovative concepts, Medi Inn and forma-care also want to strengthen our service and customer care offering - to a degree that goes above and beyond. A good product alone cannot lead to a de-



cisive change. We penetrate the holistic process structures and concentrate our ideas and efforts where they will make a difference.

We understand quality on the one hand with regard to the products and on the other hand also with regard to the flow of information. Comprehensive education is beneficial to all health care workers. Pa-

tients feel more self-assured and better understood, health care workers feel satisfied by providing informed patients with advice and can treat them more effectively. And finally, the NHS saves money through the economic care for patients, by using the appropriate product and its efficient use.

The possibilities for improvement

are endless and we are always looking for the best solutions. As a partner of the NHS, we are committed to consider the Framework as an holistic project and to contribute to a sustainable improvement in the structures and Supply Chain. We look forward to an eventful and successful cooperation in the United Kingdom.



user-friendliness
reliability
advanced technology

We work with the latest technological insights in the industry, so that the best product with superior wearing comfort is always created by us. Another added value of the forma-care products is that our product range and the different qualities which we offer can substitute most of the current product offerings in the market. There should be a forma-care product of equal or superior quality in any product category.



In addition to product quality and usability, the sustainability of our products is of paramount importance.

forma-care products are produced exclusively with pulp from sustainable forestry. The ecological considerations are deeply rooted in our philosophy.

Our supply chain is optimised to produce as few CO2 emissions as possible. The majority of the goods today are transported by rail. This protects our environment.

New technologies and production processes have improved our products and allow a reduction in the overall product weight. In recent years, the weight has been reduced by up to 18%



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NICE TO MEET YOU



TIMO
SCHARPENBERG

WAYNE
DOBSON

PETER
BRENIKOV

MARK
SMITH



Job
CEO - care-integral GmbH

Job
Managing Director

Job
Key Account Director -
Medi-Inn (UK) Ltd

Job
UK Sales & Marketing Director

History
Employee at unizell Medicare GmbH

History
I have been doing business with
Germany since the Wall came down.
Now the next step.

History
Founder of a baby diaper company

History
Over 30 years' experience in Sales &
Marketing

Motivation
Stetige Entwicklung von neuen Kon-
zepten, die den Gesundheitsmarkt -
national und international - verbessern

Motivation
To increase International Business even
and especially in today's climate.

Motivation
To reach a major brand position for
forma-care

Motivation
To build new brands in the UK and
maximise sales throughout various
sales channels

Quote
Erfolgreich zu sein setzt zwei Dinge
voraus: Klare Ziele und den brennen-
den Wunsch, sie zu erreichen - Wolf-
gang Goethe

Quote
There is never a lift to success, you
always have to take the stairs.

Quote
life is a journey

Quote
To Err is human and success happens
at the intersection of opportunity and
preparation.

Out now - new care products!

- ✓ Improved recipe
- ✓ More gentle to the skin
- ✓ Soothing fragrance
- ✓ Developed by experts

NEW PRODUCTS
2017

THAT'S WHAT YOUR SKIN
HAS BEEN WAITING FOR!



sensitive

