



a1 medical

OPHTHALMOLOGY

WHY a1 medical-2021

Why a1 medical?

This could be one of the questions a surgeon would ask you, you being the 15th company that day presenting similar seeming products, because ...

a1 medical is new to him

He has never seen a1 medical before

He has never used a1 medical before

He has never heard of a1 medical before

He does not know the specialties and developements yet

a1 medical is a new, young brand and has to be built up, introduced and positioned very well

## FOREWORD

Quality does not only mean ...

how your product is looking like  
or  
how longlasting your product is

... it also means ...

what kind of first impression are you, the product and the brand  
giving and achieving

how are you presenting and promoting the products

what kind of verbal and non-verbal, touchable, visible and provable  
arguments do you have for making your product and its  
quality and advantages different to the competitors

... You can proudly stand behind the arguments that you are using for a1 medical products,  
because they are all true, which is very important building up a Brand.

Because when the quality is not right, the Brand will suffer.

WE REMEMBER

## STRATEGY

There are different ways how to answer this question of the surgeon:

1. **Build up references** that you can refer to when talking to him about a1 medical
2. Give him **catalogues**, so he can get a first impression of the product range
3. Purchase and give him some **samples**, so he can try and get a feeling for the quality
4. Make a **presentation**, using the information that you are provided herewith in order to convince him about a1 medical
5. Invite him to **Germany**, so he can get his own impressions about a1 medical
6. Offer to support him in creating a **tender** together with him, making everything possible to avoid competition

Invest your time to go the **bottom-up strategy**. Try to get university hospitals as customers, because the young surgeons there will be your customers in the future

a1 medical recommends ...

NOT TO WAIT BUT TO ACTIVELY PREPARE a tender business together with your customer.

Use the following examples of technical specifications/ requirements in order to avoid competition and for being able to win this tender already on «the paper»:

- All products must be labelled with «Made in Germany»
- All products must be labelled with a GS1-GTIN based and UDI-conform Data-Matrix-Code including the Humanly Readable Version of the DMC
- The represented brand needs to be MDR-Certified
- Insert Specialties (TC, SC, TS, CC, Signum, Krumeich, Punch, Handles, Keratoplasty etc.)
- Insert unique products designed, developed, produced and provided by a1 medical only
- Require that all participants must submit a biocompatibility validation report made by an "accredited laboratory" confirming that the products offered are biocompatible, which means leaving the production facilities as “clean”, so free from production residues.

EXCURSION  
TENDERS

## STRATEGY MORE THAN ME-TOO

We are participating to and entering in a market where a lot of me-too products and companies are present and available

Price discussions would be foreseeable, if not doing our utmost to be a preferred brand and for being different! This by using distinctive features that do make sense and are upgrading even the me-too products

Make sure and clear that a1 medical is not only me-too, but even ...

- more
- in a different and
- better way

Remember the differentiation in the me-too area by the following specialties ...

- Giving lifetime warranty, as a standard
- Labelling Made in Germany and Data Matrix codes
- Ceramic coated surface
- TC-coated products
- SuperCut products
- Own handle designs in addition to the biggest variety of different handle designs of competitors
- Semi detachable Punch

We have specialties for nearly each division within the ophthalmology and our own developements, too.

## HOW IS a1-medical SUPPORTING YOU

a1 medical is doing his utmost in supporting the distributors internationally by ...

- Working on developments with surgeons internationally
- Dr. Gerten and Dr. Krumeich, or their fellows, are holding speeches about their techniques worldwide
- Planning to make several training units for the Keratoplasty by a1 medical in Germany, preferably in Tuttlingen or in the Hospitals of Dr. Gerten or Dr. Krumeich
- You and the top opinion-leader or important surgeon in Keratoplasty have to join this training. The KOL will be your reference for the Keratoplasty by a1 medical in your country using him to train other surgeons, too
- Participating at international congresses thereby creating international interest

## HOW IS a1-medical SUPPORTING YOU

a1 medical is providing you with working tools like ...

- [Cross Reference List](#)
- Catalogues, Brochures
- Trainings and presentations
- Samples (against payment)
- Supporting you in your activities, like visits, trainings, congresses, etc.



## WHY a1 medical? CONCLUSION

Because to distribute a1 medical means ...

- Working with a privately owned German company specialized strictly on Ophthalmology
- To promote a wide range of more than 2,100 high quality products
- To have the full flexibility in range and new products
- To have products "Made in Germany", Raw Materials and Production in Germany
- To have the Data-Matrix-Code or any additional requested labelling
- To have certification, validation-reports and full compliance with the MDR rules
- To have a repair service
- To have promotion material
- To attend national and international congresses
- To have products that are not only ME TOO, but are more in a different but better way
- To have a lot of specialties
- To have products with own a1 medical design
- To have a wide range of titanium products
- To have products with a lifetime warranty
- To have unique developments
- And many more

*"Ultimately, we are worried about doing everything we can to motivate the user to be a preferred brand for him."*

THANKS



THANK YOU  
FOR YOUR  
ATTENTION!