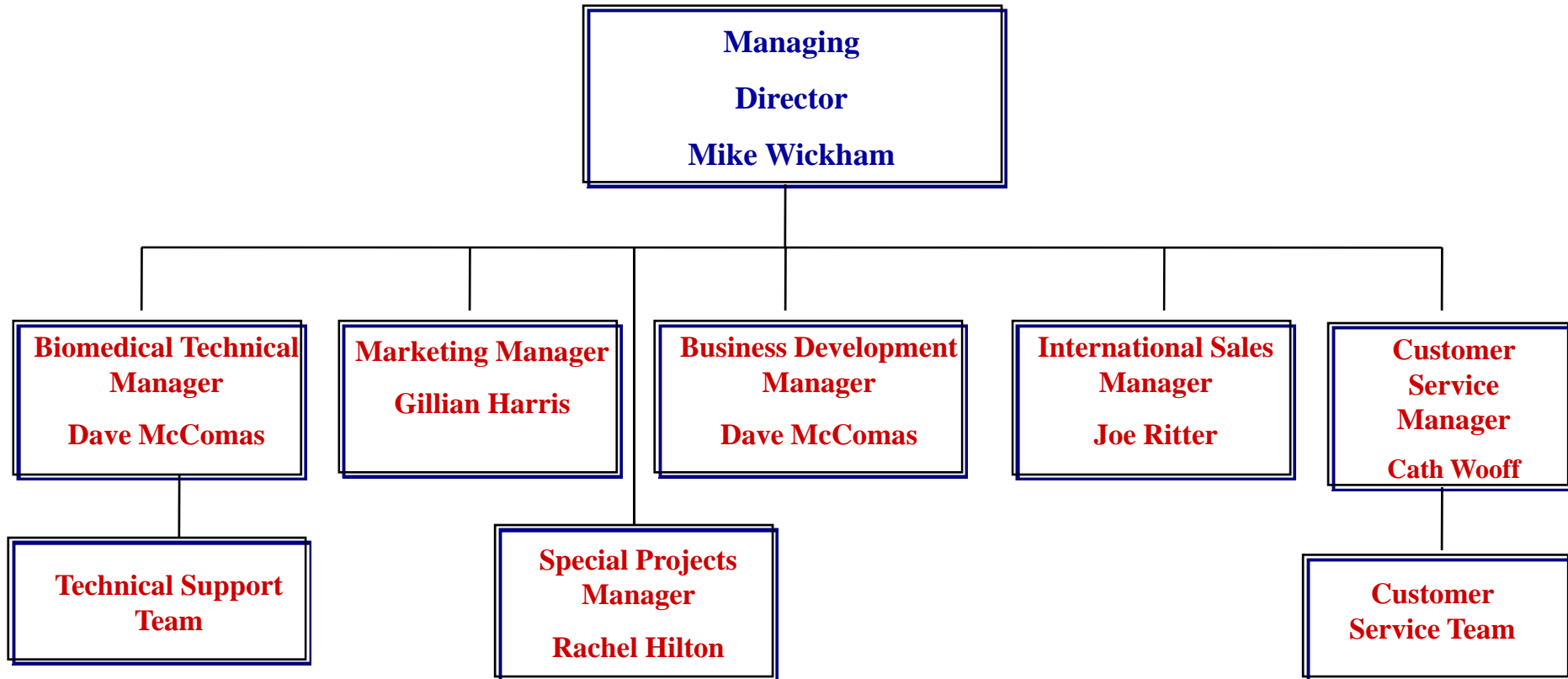


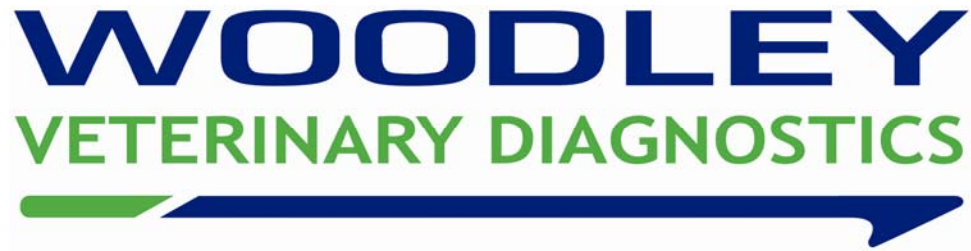


MARKETING

Mike Wickham CSci FIBMS

Worldwide Sales & Marketing Function





The new name:

- A unique division to support our worldwide distribution partners
- A new name and a new brand
- New web site area for Woodley Veterinary Diagnostics
- Woodley Veterinary Diagnostics better defines the product range and services offered to our business partners
- Identifies this division as a separate part of the company without losing the strong brand identity of WEC

**Veterinary
Distributors
Brochure**

**showing new
brand identity**



SPECIALIST LABORATORY EQUIPMENT • CRITICAL CARE PRODUCTS • DIAGNOSTIC KITS • LABORATORY CONSUMABLES • BIOCHEMISTRY REAGENTS

Marketing Support – what we can do for you.....

- **Adverts and PR in country journals** - New products, promoting presence at events, new distributors and capabilities ~ thus raising the profile of the products and our distributors
- **Events:**
 - Woodley will attend and support distributors at country exhibitions
- **Collateral:**
 - Flyers, brochures, posters promoting the products and our distribution partners
- **Web site:**
 - Dedicated web site for Worldwide products with secure access area for distributors to download marketing materials

Marketing Support continued...

- **Product Promotions:**
 - Regular product promotions for our business partners
 - All marketing material, selling messages etc provided
- **Marketing pack:**
 - Copies of manufacturer & Woodley literature, training presentations, guidelines, high res images, order procedures, technical papers and studies
- **Marketing support:**
 - Working closely with our business partners to support their marketing efforts
 - Provide branding advice

Collateral

www.woodleyequipment.com

ANNOUNCING

THE NEXT GENERATION OF HANDHELD CRITICAL CARE ANALYSERS



epoc
BLOOD ANALYSIS

Contact us for a demonstration
trade-in offer for your i-STAT

i-STAT™ is a registered trade mark of Abbott Point of Care Inc

Tel: +44 (0)1204 669033
Fax: +44 (0)1204 669034
Email: sales@woodleyequipment.com
Web: www.woodleyequipment.com

OLD STATION PARK BUILDINGS • ST JOHNS

The epoc, developed by the founder of the i-STAT analyser, is the first wireless point of care testing solution to use Smart Car technology. The epoc provides immediate blood gas, electrolyte and critical care biochemistry results directly to a hand held PC (included) and wirelessly interfaces to an electronic printer. It is a complete

The EDGE™ Veterinary Handheld Lactate Analyser

Simple to use, providing lactate concentration in blood in just 45 seconds



www.woodleyequipment.com

WOODLEY
EQUIPMENT COMPANY LTD.

The new Woodley g-Pet Glucose Meter – now available!

SPECIAL INTRODUCTORY OFFER OF £9.50!

The g-Pet species-specific Glucometer makes testing quick, easy and economical:

- Insert test strip
- Apply blood
- Results in 10 seconds

Trials at leading practices have resulted in comments such as:

Rutland's House Referrals

"We have been using the Woodley g-Pet glucometer and have found it to be a reliable, quick and easy method of testing our patients' blood glucose."

Westmorland Veterinary Group

"The Woodley g-Pet glucometer is very easy to use. It requires a small amount of blood and gives the results in seconds, making it ideal for glucose curves."

Some features of the lightweight device are:

- Simple to use with highly accurate results and species-specific data chy
- 300 result memory facility with date and time recorded
- PC download option
- Lancet device included for easy sampling
- Indicator alarms

For more information, email: sales@woodleyequipment.com telephone: 01204 669033 or visit

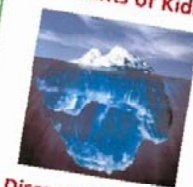


WOODLEY
EQUIPMENT COMPANY

www.woodleyequipment.com

E.R.D.-HealthScreen® Urine Tests

Now you Can Detect Even Small Amounts of Kidney Damage Earlier



Clinical Signs
Sub clinical Disease

Discover hidden illness while there is still time for effective treatment

- Quick Results in less than 5 minutes
- Extremely accurate, no false positive results
- Detects albumin at a sensitivity up to 30 times higher than conventional dipsticks



Tel: +44 (0)1204 669033
Fax: +44 (0)1204 669034
Email: sales@woodleyequipment.com
Web: www.woodleyequipment.com

WOODLEY
EQUIPMENT COMPANY

www.woodleyequipment.com

Veterinary Parasep® Faecal Filters

For fast and accurate Worm Egg Counts
Single use device for in vitro diagnostic use only



- Improved health and safety - Separates eggs from faecal debris in a safe, enclosed environment.
- More consistent results - Simplified method reduces chance of error.
- Eliminates risk of cross contamination - Single use and disposable product.
- Proven to work with McMaster chamber techniques - Independent laboratory testing undertaken by a leading veterinary institution.

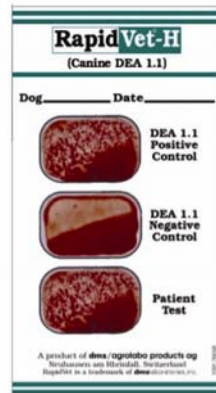
Validated by the Veterinary Laboratories Agency for repeatable and accurate Worm Egg Counts with Ovine, Bovine and Equine faecal samples

Tel: +44 (0)1204 669033
Fax: +44 (0)1204 669034
Email: sales@woodleyequipment.com
Web: www.woodleyequipment.com

WOODLEY
EQUIPMENT COMPANY LTD.

OLD STATION PARK BUILDINGS . ST JOHNS STREET . HORWICH . BOLTON . LANCASHIRE . BL6 7NY

Evolving Product Portfolio



Events

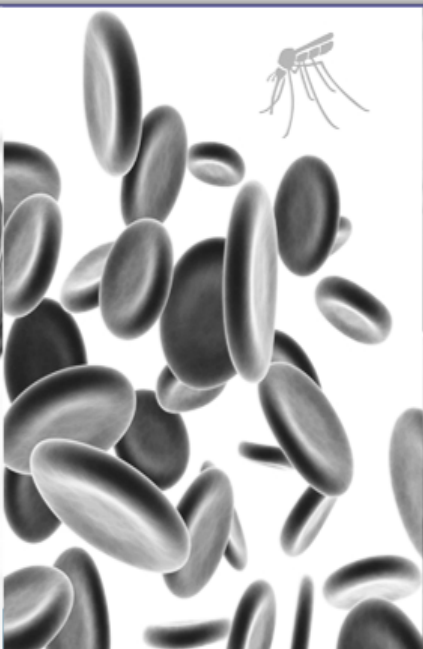
European Events

- Business Development Manager available to attend exhibitions, country events or user groups to support our Distribution partners
- Exhibit at key events (if appropriate) throughout the year such as Voorjaarsdagen, FECAVA and WSAVA to raise profile
- Help and guidance offered for marketing materials for shows
- Yearly Distributor meetings
- Attendance and sponsorship of UK exhibitions such as BSAVA

The New and Improved Web Site



Clinical Trials
Rental and sale of medical and laboratory Point Of Care equipment to the clinical trials industry across the globe.



Laboratory Diagnostics
Master Distributor of Laboratory Diagnostics including QBC Europe products, Horizon Centrifuges, Vision Microscopes and the Reflotron Plus Clinical Chemistry Analyser



Veterinary
Laboratory equipment, diagnostic and critical care products to the veterinary industry in the UK and Europe.

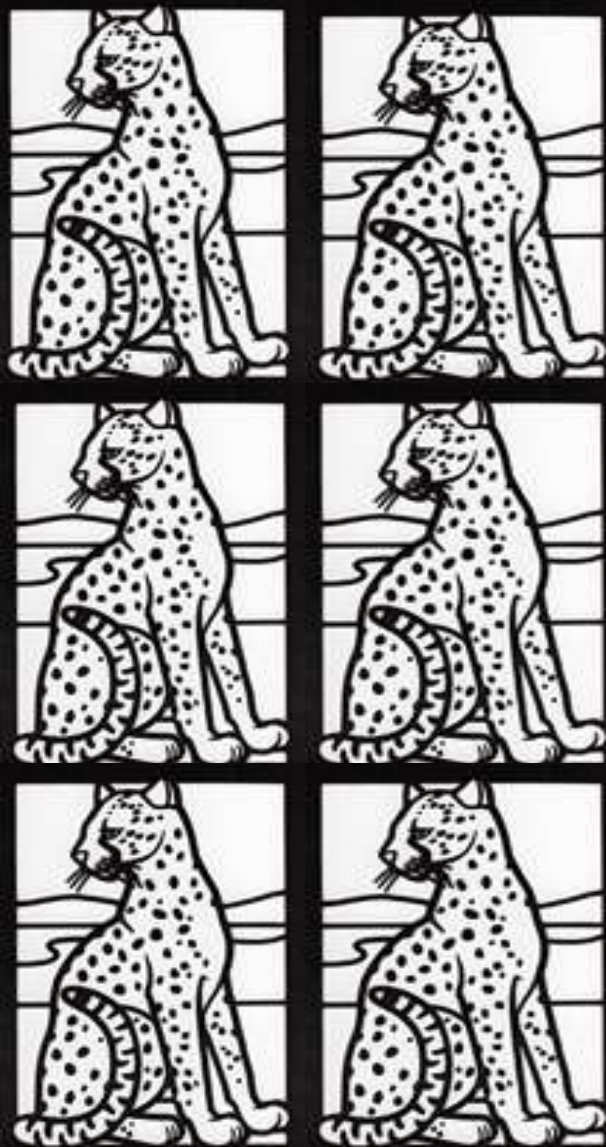
- UK Veterinary
- Veterinary Diagnostics
- Quantum Veterinary

Distributor Support Area

- Password protected login area for each distributor
- Contents:
 - Logo's
 - High resolution images
 - Soft copy flyers, brochures, datasheets
 - Technical / white papers
 - Order process procedures
 - Training presentations
 - Marketing guidelines
 - Branding guidelines

Some Marketing Ideas.....

- Advertise in your countries veterinary trade magazines
- PR in trade magazines – it's free!
- Hold annual user group meetings / lectures for vets/vet nurses
- Exhibit at local vet congresses
- Sponsor CPD events
- Include product flyers and order forms with every order dispatched
- Place analysers FREE at leading veterinary institutions- they just pay for cards / consumables
- Provide all sales reps with demonstration analysers
- Commission for sales reps when they make a sale
- Special i-STAT trade-in price off the epoc
- Rental payment options
- Special 'bundle' offer price if the clinic buys epoc with other equipment



**WOODLEY EQUIPMENT ARE DELIGHTED
TO INVITE YOU TO
THE 2011 USER GROUP**

**Thursday 24th February 2011
West Midlands Safari and Leisure Park**

Topics Include:

Haematology, Biochemistry, Wet Chemistry, Coagulation,
Blood Gases, Electrolytes, Diabetic Ketoacidosis, Equine topics
and a talk from a West Midlands Safari Park Representative

Technical Forum ~ Ask the Expert Service Workshop

This event is free of charge and includes refreshments & lunch

During the lunch break there is a free tour of the Safari Park

Also a competition to win a prize of feeding the Cheetahs!

Please complete the RSVP attached and return to Woodley
ASAP

to guarantee your place! First come first served!

ATTENDANCE QUALIFIES FOR CPD POINTS

“THE WOODLEY USER GROUP”

THE WOODLEY ~ USER GROUP

AGENDA

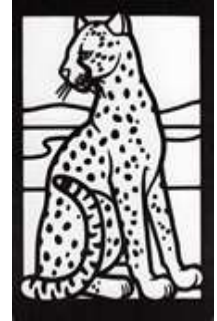
09:00 – 10:00 ~ BREAKFAST AND REGISTRATION ~ Livingston Room

TIME	TOPIC	SPEAKER
10:00-10:45	Behind The Scenes	Bob Lawrence West Midlands Keeper
10:45-11:30	Friends / Food Campaign	Gill Maltby, Animal Asia Foundation
11:30-12:15	Enrichment Considerations as part of a healthcare programme	Jonathan Cracknell

12:15 – 14:00 ~ Lunch, Safari Tour

STREAM ONE ~ Livingston Room

TIME	TOPIC	SPEAKER
14:00-14:45	Equine Anaesthesia and Monitoring	Maja Rysnik
14:45-15:30	Cushings Disease	Dr Rebecca Littler
15:30–15:45	COFFEE BREAK – QUIZ WINNER FEEDS CHEETAH	
15:45-16:30	Blood profiles and medicine cases- helping to solve some clinical conundrums	Jane Eastwood
16:30- 17.00	Questions and close	



STREAM TWO ~ Stanley Room

TIME	TOPIC	SPEAKER
14:00-14:45	Diabetic Ketoacidosis	Dr Rebecca Littler
14:45-15:30	Understanding bizarre bleeding - A case based approach to Coagulopathy in dogs and cats	Jane Eastwood
15:30–15:45	COFFEE BREAK	
15:45-16:30	Blood Gas & Electrolytes - An overview	Jonathan Cracknell
16:30 – 17.00	Questions and close	



• **“ASK THE EXPERT”** ~ During the day there is a chance for you to ask any technical questions you have about your analysers or other instruments.

• **PRACTICAL WORKSHOP** ~ A workshop is available during coffee and lunch breaks where the Woodley In-Practice Laboratory Analysers are available to see



Sales Logix Database

Sage SalesLogix - [Account: 1066 Veterinary Centre]

File Edit View Insert Schedule Lookup Write Tools Outlook Window Help

Dashboards Accounts 1 of 627 Latest Accounts

Account: 1066 Veterinary Centre
 Division:
 Parent:
 Address: 201 Battle Rd
 St Leonards On Sea
 E.Sussex, TN37 7AJ
 Office:
 Description of Business:
 Prepayment?
 Payment Currency:
 Free Shipping
 Shipping Instructions:
 Main: 01424 839010
 Fax:
 Free Phone:
 Owner: Vet Sales London
 Acct.Mgr: Field, Lisa
 Campaign:
 FYI:
 WEC Division
 Veterinary Sales:
 Clinical Trials:
 QBC:
 Medical Sales:
 European Vet:
 Other Types: Not Applicable
 Sage Data
 Account Sage Ref:
 Sage Account Name:
 Status:
 Account on Hold:
 Current Balance:
 Credit Limit:
 Payment Due (Days):
 YTD Turnover:
 Trading Terms:
 Notes/History
 Filter Options >> Edit / View Notes E-mail Word Refresh Records shown: 7

Type	Date/Time	Username	Contact Name	Result	Description
Phone Call	17/06/2009 10:2	Owens, Kirsty	Wood, John	Call Back	Bile Acid
Note	09/06/2009 09:3	Wilcock, Karen	Wood, John	Complete	Catalogue
E-Mail	08/06/2009 17:4	Field, Lisa	Wood, John	Complete	Catalogue request.


 Julie called she is having problem with her Bile Acid, Passed through to Paul
 More Tabs... Contacts Activities Literature Requests Attachments Opportunities Associations Sage Invoice Lines Education and Training Events Tickets Contracts Assets
 Insert File... Edit... Update Copy Email... Options...

Attachment	User	Last Updated	Size

 22 June 2009 15:24 Mrs. Gill Harris SLXLIVE

WOODLEY

VETERINARY DIAGNOSTICS



**Suite 104
65 South Street
Hopkinton 01748
Boston MA
USA
(1) 508 625 1692**

Woodley Veterinary Diagnostics Launch in USA & Canada

- Office and warehouse sourced in Boston MA
- International Sales Manager appointed
- Marketing to raise the profile of WVD and products
 - New branding / logo
 - PR and advertising
 - Attend exhibitions
 - Brochure production
 - Web site set up
- Set up new distribution network in USA , Canada and Worldwide
- Exhibiting at NAVC, Orlando

CONCLUSION

Woodley Veterinary Diagnostics can offer unique specialist laboratory diagnostic solutions to distributors and vet practices Worldwide

We will support our distribution partners with intelligent marketing and pricing strategies, together with the comprehensive technical support to help them build on existing sales volumes and gain market share