

MARKETING BULLETIN

September 2019
InstruSafe® Sales & Marketing



INSTRUSAFE

NEW InstruSafe Catalog

We are excited to announce the release of the **NEW** InstruSafe Catalog that combines the current silver Preconfigured Tray Catalog and the white Custom Tray Solutions Catalog into the ultimate sales tool. This new catalog has the preconfigured trays, transport containers and additional products from the silver catalog, every custom example from the white catalog and additional custom examples.

KEY UPDATES

IMAGE WITH EVERY PART NUMBER

ALPHABETICAL PROCEDURE CATEGORIES

COLOR CODED TABS FOR QUICK NAVIGATION

NEW INSTRUSAFE FEATURES + BENEFITS GRAPHIC

12 NEW RIGID + FLEXIBLE SCOPE TRAYS

How to Use the Catalog

The catalog is divided into color coded procedure categories. Each category begins by showcasing our Preconfigured Trays and then our most popular Custom Configured Trays relevant to the category. We developed symbols to identify if the trays on that page are preconfigured or custom configured.



THIS SYMBOL IDENTIFIES A PRECONFIGURED TRAY

If you see this symbol on the top of the page, it means all the products are preconfigured and an order can be placed today by part number.



THIS SYMBOL IDENTIFIES A CUSTOM CONFIGURED TRAY EXAMPLE

If you see this symbol on the top of the page, it means the tray is a custom configured example and customers must connect with you to start their custom build.

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Next Steps

1 DOWNLOAD CATALOG

Download the new InstruSafe Catalog on www.instrusafe.com/resources. Be sure to familiarize yourself with the new structure BEFORE taking it to a sales meeting.



2 REQUEST YOUR HARD COPIES

Contact marketing at marketing@innoviamedical.com to request physical copies of the new catalog.



3 VIEW LIST OF PRODUCT UPDATES

Read the list of new products added to our offering, as well as those that have been removed. See page 3 for a full list of product updates.



4 GIVE TO YOUR CUSTOMERS

This new catalog is a great reason to revisit your leads. With new pictures of all of our preconfigured trays and additional custom examples you will likely create a new opportunity!



IMPORTANT!

THE SILVER PRECONFIGURED TRAY CATALOG AND WHITE CUSTOM TRAY SOLUTIONS CATALOG WILL BE DISCONTINUED.

**The blue Care + Maintenance Catalog is still available upon request.*

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Part Numbers Added to Catalog

Flexible Scope Trays

- IN-6021
- IN-6022
- IN-6023
- IN-6024

Rigid Scope Trays

- IN-6011
- IN-6012
- IN-6013
- IN-6014
- IN-6015

Scope + Cable Trays

- IN-6031
- IN-6032
- IN-6033

da Vinci®

- IN-8915

Part Numbers Removed From Catalog

Accessories

- IN-2611
- IN-2619
- IN-2620
- IN-2654
- IN-2656
- IN-2680

*Items have been added to the Component Catalog

Camera + Scope

- IN-8610
- IN-8613
- IN-8615
- IN-8616
- IN-8721
- IN-8722

Camera, Scope + Light Cable

- IN-8620
- IN-8621
- IN-8622

Ear

- IN-2880

Endoscope

- IN-6103
- IN-6105
- IN-6110
- IN-6203
- IN-6205
- IN-6210
- IN-6220
- IN-6223
- IN-6225
- IN-6303
- IN-6305
- IN-6310
- IN-6403
- IN-6405
- IN-6410

Guardian™ Trays

- IN-1303
- IN-1315

Ophthalmology

- IN-3001
- IN-3002
- IN-3003
- IN-3004
- IN-3005
- IN-3006

Richard Wolf

- IN-2841

Scope + Light Cable

- IN-8630
- IN-8632
- IN-8640
- IN-8642
- IN-8645
- IN-8650
- IN-8652
- IN-8653
- IN-8660
- IN-8662
- IN-8663