

Daavlin TRADEWINDS Newsletter

Volume III September 2011



M Series Freight Savings

In our last issue we introduced the new reduced sized M Series. We have since discovered another advantage of this device. It can be shipped inside a 3 Series export wooden box. Because of the size of the 3 Series, its shipping cost is always based on the size of the crate (dimensional weight) instead of the actual weight. This means that an M Series can be shipped at absolutely no additional freight cost, thus significantly improving your margins. Make sure you order an M Series every time you place an order for a 3 Series to gain a significant cost advantage.

Changes to UV Series

To ensure that we can be competitive with all full-body devices on the market, we have added a 28 lamp unit to our line-up of UV Series. Previously, the maximum number of lamps that we could put in a UV Series was 24. This confers a couple of advantages: First, it enhances the uniform spacing of the lamps in the device and it increases the power output of the device by about 10%.



We can also now add optional cooling fans on top of the UV Series. They are the same fans as used in the 3 Series and are mounted similarly, but with one difference; the fans operate whenever the lamps are on and cannot be turned on and off by the patient.

New Feature on Flex Timers

Shengzhen Peninsula Technique Co. Ltd, Daavlin's Chinese distributor, requested that there be a 5 second delay when the START button on a flex timer is pressed. This is particularly useful in clinical settings where the doctor or nurse sets up the treatment. It gives them time to set up the dose or time and then position the patient before the lights come on. Because there is a countdown to start-up, the patient knows exactly when the lamps will come on.



This feature can be turned on and off and the length of the delay is programmable to any length of time the user wants. This new feature is now imbedded in all devices that use the Flex timer. Contact the Daavlin service department if you have questions on how to activate and use this useful new feature.



Daavlin's Production Manager, Lissa Whitman

We are very proud of our quality, on-time production at Daavlin. We almost never have to tell a customer that their order has been delayed.

Much of the thanks for this goes to Lissa Whitman, our production manager. Lissa has worked at Daavlin for seventeen years, starting as a production worker. In the intervening years she has served in purchasing and quality control and for the past three years has served as production manager. Last August, Daavlin received a surprise order for seventy-one 3 Series machines to be delivered to Saudi Arabia. Yes, that's right. Seventy-one machines and they had to be delivered within eight weeks. It is a testament to her managerial and supervisory skills that this order was completed on time and with virtually no overtime. It is one of the great achievements of our production department. We are pleased to introduce her to you.

Something that you might not know about Lissa is that her father has worked for her for many years as head of our 7 and 2 Series production.

New Distributors

We are always pleased to welcome new distributors to the Daavlin family. Shengzhen Peninsula Technique Co. Ltd from China, JuYung Trading Co., from Korea and Gaya Medical from Israel are all recent additions!



We also welcome Doctor Noufal Raboobee from Lagway Trading CC, South Africa, who has agreed to distribute Daavlin home products.

Quality Audits

We are pleased to announce that we recently completed both our annual CE (European Union) notified body and ISO 13485 inspections. Both audits were completed with only minor observations. We are very proud of the work that our regulatory affairs department does along with the cooperation from all of our employees who must ensure the integrity of our quality system.

Manufacturing medical devices is subject to the rules and regulations of every country to which we ship. This is not cheap or easy. We are audited each year by EVPU, a CE notified body organization. They ensure that all of our testing is adequate and up to date and that we are entitled to apply the CE mark. One of their requirements is that we be ISO 13485 certified. This means that we must undergo another annual audit by SGS, a well known international certification company. Their inspection is intended to ensure that our quality system is adequate and up-to-date.

We also receive quarterly audits by an agency that certifies our right to carry the ETL safety mark. In addition, each month, we are audited by the National Forestry Institute to ensure that all the wooden packaging materials that we use are certified to be free from bugs and infestation. This means that we have to track every centimeter of wood that comes into and leaves our warehouse and have to stamp each piece of wood used with our identifying number. Finally, we are always subject to unannounced visits by the US Food and Drug Administration.

Last year, all of our testing costs plus fees paid to auditing companies amounted to nearly \$100,000. This expense will go up as more and more countries require specialized testing and inspection.