

Excellence in veterinary diagnostics

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A distributor of world class diagnostics equipment for veterinarians, scil animal care company operates a global organisation dedicated to providing its customers with plenty of training, support and service. Its US operation was first established in 1998. Heather Sabyan, Marketing Expert for scil in the US, explains that 2009 has been an exciting year for them and 2010 holds even more promise. "We have significantly expanded our sales team, signed new distributor agreements to widen our product portfolio, and have strengthened our marketing efforts. Our mission this year is to get our name out there, to get North American veterinarians to equate the scil name with quality in diagnostics equipment."

scil animal care company was founded in 1960, in Germany, under the name of PRAEMIX Wirkstoffe GmbH, as a subsidiary of Boehringer Mannheim GmbH (now Roche Deutschland Holding GmbH). In 1998 PRAEMIX GmbH, was acquired by BioNet Holding GmbH, a private investment company, and it has operated under the name of scil animal care company GmbH ever since. Headquartered in Viernheim, Germany, scil animal care today has subsidiaries in France, the Netherlands, USA, Canada, Italy, Spain and Malaysia and it supplies local sales partners in 17 other European countries.

Ms. Sabyan joined scil's US operation in October 2009. As a Marketing Specialist, she is the lead graphic designer and marketing strategist for scil. She explains that scil has had a presence in the US since 1998. The company today not only distributes international products in the US, but also customises them to meet the specific needs of American veterinarians. The product portfolio includes in-house laboratory diagnostics, veterinary surgery and vital signs monitors, as well as rapid tests in the field of immunology, urinalysis and microbiology. To ensure that all of the North American veterinarian's needs are



met, scil operates a state of the art service and repair facility, in Gurnee, IL. This location also serves as their North American training center, providing technical training to both scil personnel and service partners. The staff of technicians in Gurnee is trained and certified to repair diagnostic laboratory equipment according to the manufacturer's specifications. They provide customers with 24/7 telephone technical support.

An important milestone in the development of scil's business in the US this year has been the establishment of an elite partnership with Aesculap. This is an iconic company in the surgical instruments industry with a history dating back to the year 1867, when Gottfried Jetter, a cutler, first began to produce surgical instruments in Tuttlingen/Baden-Württemberg (the world capital for surgical instruments). Aesculap has set milestones in the world of surgery through its premium quality



surgical instruments, the invention of the first surgical electric motor in 1935 and the first surgical compressed air motor in 1967.

Under the terms of the agreement, scil is now the exclusive distributor of Aesculap's Power Systems surgical product line for the North American veterinary market. According to a company statement, scil's initial partnership with Aesculap was limited to the Acculan Mini Surgical Drill and the Electric and Pneumatic Power Systems. scil has marketed Aesculap's product and brand to the US vet market for three years, achieving remarkable results in sales and Aesculap brand recognition. Due to scil's success with the Aesculap products they introduced to the US vet market, Pablo Lopez, President of scil in the US, made it his priority to achieve greater success by pursuing an exclusive partnership with the surgical giant. scil animal care company officially launched Aesculap's Acculan 3Ti surgical drill at the Veterinary Orthopaedic Society Conference in Breckenridge, Colorado, in February 2010. The company's nationwide sales force is ready to support this expanded line of surgical products with on-site training and impeccable customer service. In addition to marketing the surgical drills at their Tibial Tuberosity Advancement Workshops, scil is also planning a stronger presence within the Orthopaedic/Surgical industry by attending, sponsoring and exhibiting at key orthopaedic trade shows.

scil's best selling products in the US, estimates Ms. Sabyan, are their haematology products, notably the scil Vet abc haematology analyzer. This is a simple to operate device which produces a complete three-part differential blood



count with eosinophil flag in only 90 seconds. When the measurement is started, 10 µl of EDTA whole blood are automatically aspirated - no sample preparation is necessary. The results can be transferred to the veterinarian's practice management software program. The operator-friendly reagent pack concept renders daily maintenance procedures unnecessary. The proven impedance technology delivers absolutely reliable results in healthy animals as well as of course in sick ones. "What we do really well is that we take these products from the European market and format them for the US

veterinary market," Ms. Sabyan adds. "scil animal care company, USA, is smaller than some of our competitors and I believe that works to our advantage as we can deliver high quality personalised service, and 24/7 technical support."

In February of this year, scil announced that it has doubled the size of its sales team to reach new and existing customers nationwide. Throughout 2009, a company statement reads, scil animal care company focused efforts on diversifying diagnostic product offerings and building partnerships within the

scil at a glance

scil animal care company provides technology based products designed for today's modern veterinary laboratory. With offices and distributor networks around the world, scil is well positioned to provide animal health care professionals with high quality diagnostic equipment, exceptional customer service and post acquisition in-hospital training and support. scil offers chemistry analyzers, haematology analyzers, vital signs monitors, Aesculap surgical power tools, reagents, TPLO blade sharpening services, accessories, and more! scil is also proud to service the industry with impeccable customer service, 24/7 telephone technical support, on-site equipment installations, equipment training, and continuing education.

veterinary industry. scil further developed their company brand in the US while promoting their expanding products and services through an aggressive sales and marketing campaign.

The news on the expansion of the sales team came on the heels of a new partnership with ARKRAY USA, a global manufacturer of clinical chemistry, urine chemistry and blood glucose products. ARKRAY has been a pioneer for nearly 50 years in the field of human and veterinary in vitro diagnostics instruments and reagents analysis from laboratory and point-of-care systems to home use patient self-testing systems. ARKRAY is among the leading medical device companies noted for their patent-based intellectual property by Patent Board (Wall Street Journal 10/14/08). Worldwide, ARKRAY is the fifth largest manufacturer of blood glucose systems.

scil's first order of ARKRAY business was to re-introduce the SPOTCHEM™ EZ, a small bench top chemistry analyzer, to the North American veterinary industry. More than 8,500 SPOTCHEM™EZ Chemistry Analyzers have been sold globally since 2000. The SPOTCHEM™EZ is a compact, bench-top analyzer that enables easy, on-the-spot testing at veterinary clinics of



various sizes. The analyzer can run a panel, a single test, or a combination so veterinarians can test the way they need to without wasting unnecessary tests. The system accepts whole blood or serum samples and has a built-in centrifuge. Results are available within 8 to 15 minutes to facilitate quick diagnosis and treatment. scil animal care company is now the exclusive distributor of ARKRAY's entire diagnostic product line for the North American Veterinary market, which includes the Spotchem EZ Clinical Chemistry Analyzer. scil's outside and inside sales teams have hit the ground running with aggressive scil Spotchem EZ promotions along with competitively priced reagents, accessories, and full 24/7 telephone technical support.

"Our new alliances and partnerships should take us to the next level," Ms. Sabyan adds. "We doubled the size of our sales force both in the field and in-

house. The reason the company hired me as their Marketing Specialist was to help grow our brand in the US while creating a solid, and more active, presence in the US veterinary industry. Putting together an aggressive advertising and marketing campaign was a priority to me. Increasing our product line with quality products is another priority. We need to test the technology and make sure that they meet the specific needs of North American veterinarians. Keeping up with demand is another challenge. Meanwhile we will keep participating in trade shows, not just to show our product line, but also to let veterinarians know that we're here to support them. Shaking hands and getting to know our audience is our main goal there. Overall we feel we're well positioned for growth this year. We have a polished new image, new partnerships, an expanded sales team and a growing product line, and we're all very excited about it."



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