



When the smallest thing matters

SLE wins Queen's Award for Enterprise: International Trade 2009



L to R: Deputy Lieutenant for the London Borough of Croydon, Colonel Ian McRobbie, OBE, TD, DL, Denis Nelligan, founder of the Company in 1956, Bernard Nelligan, Managing Director and The Worshipful The Mayor of Croydon Councillor Margaret Mead

On the Queen's Birthday on April 21st this year it was announced that SLE had been awarded the Queen's Award for Enterprise: International Trade 2009. This is a significant achievement for the company, having increased its export turnover by 270% in the previous six years. All 60+ employees were delighted with the news and saw it as proof that all their hard work was being recognised.

On 23rd July, a company party was organised where Colonel Ian McRobbie, the Queen's representative in Croydon presented Bernard Nelligan with the Queen's Award: a cut crystal bowl, and a congratulatory certificate signed by HRH Queen Elizabeth II and Rt Hon Gordon Brown, Prime Minister.

Madam Mayor later added "This year only 26 awards have been given to companies in, and around, the London area and this award has not been given to a Croydon company for over 10 years, you all should be very proud of this achievement".

"We have invested heavily in finding and training specialist distributors throughout the world," said Bernard Nelligan, Managing Director of SLE Ltd. "Selling an item of life-support equipment puts a special responsibility on everybody in the company to develop and produce only the best quality products. It has to be right every time. Every one of our employees has contributed in some way to us achieving this award."

Bernard then went on to thank everyone involved in SLE gaining the award including staff, suppliers and particularly the distributors who have helped so much in achieving sustained growth during the past few years.

Martin Percy, Director of Sales added, "SLE was the only UK manufacturer of neonatal ventilators and with over 70% of the UK market the only direction for expansion was abroad. Our growth has meant that this year we are launching two new major products that we expect will give our customers something to be very excited about."



Putting the last piece in the Jigsaw: the theme of the EMEA meeting

EMEA Distributor Meeting

In early October our distributors from Europe, Middle East and Africa came together at the Selsdon Park Hotel in Surrey, England for a three day distributor meeting.

Following an arrival drinks reception on the Sunday evening, Bernard Nelligan, Managing Director, opened the meeting with a warm welcome to all attendees.

The following two days concentrated on nasal CPAP evolution, clinical reviews, and case studies. The highlight of day one was the official launch of the SLE1000 nCPAP Driver and the FlowGen nCPAP Generator, which were both warmly received.

Monday evening saw the official welcome dinner where Bernard Nelligan spoke about the Queen's Award and presented each distributor company a token of appreciation and recognition.

The meeting was a huge success and gave the ideal opportunity to meet with SLE staff and to visit the factory. Many delegates commented on the success of the meeting highlighting that it gave them the perfect platform to put faces to names.





Throughout the world, 2009 has been a challenging year for everyone and SLE is no exception. Our customers have had to adjust to difficult trading conditions and restricted budgets. SLE has sought to help by providing cost effective products and services.

We believe at times such as these it is more important than ever to continue to support our customers and partners through our education and training programmes.

The World appears to be emerging from the current financial storm and we certainly are encountering many positive signs of growth. Looking forward to 2010, the new SLE1000 gives confidence that further growth will be attained in our targeted markets.

Recently SLE was honoured to be awarded the Queen's Award for International Trade for 2009. There is an article about earlier in the newsletter. We are very thankful to our international partners because it is due to their wonderful hard work and support that SLE was able to achieve this award. We look forward with confidence to continue to build on this achievement for the benefit of the customers and patients we serve.

Bernard Nelligan
Managing Director

SLE set to launch the FlowGen - a new concept in nasal CPAP generators



SLE will be showing the FlowGen at Medica in Düsseldorf in November: a completely new CPAP generator that rewrites the rules for CPAP therapy.

"The market for CPAP generators had become very stagnant and was dominated by a couple of devices that were seriously showing their age" commented Chris Worrell, Marketing Manager. "We decided to look at the market with fresh eyes and see what improvements could be made."

"Conventional CPAP generators proved to be bulky, awkward and difficult to use. SLE has started with a clean sheet and addressed these problems (plus others) to develop the FlowGen".

The FlowGen concentrates on four main areas of improvement. These are: noise, comfort, ease-of-use and efficiency.

In terms of noise the FlowGen is up to 40% quieter than other generators for the same flow rates - something that is thought to be critical in minimising hearing damage in babies. This is a function of a straight flow path and a clever 'tube within a tube' design that also helps reduce overall complexity.

Because the FlowGen is also half the height and up to 20% lighter over the baby's face it also makes it much more comfortable for the baby, and means less pressure on the philtrum and nose.

The introduction of a new 'quick fix' bonnet has also meant that the FlowGen is easier to apply, whilst the absence of extra tubes and fixings means that there is less to attach. A clever manifold at the driver end also means that there are less bits to attach to the baby.

Finally, the FlowGen has been found to be far more efficient than other flow generators with 40% less back pressure in the patient circuit.

For more information and a sample FlowGen please contact your local Distributor.



New FlowGen shows extra low profile

Race to the finish



L to R: Bernard Hinault (five time Tour de France winner), Martin Pearcy, Mr. Yasuhiko Sata and Colin Graham

This Summer Martin Pearcy and Colin Graham were fortunate enough to be invited to attend a unique cycling event. This is Martin's report...

2009 saw the inaugural outing of the SLE cycle team (I guess 2 people constitutes a team?) at the **Run for Peace Road Ride** in the French region of Burgundy. This event is run over a choice of distances (40k, 100k, 160k) through the hilly terrain and its start and finish are at the picturesque village of Chailly-sur-Armançon.

The run was inaugurated in 2005 by the Sata Foundation and its objective is to raise money for a range of charities. The president of the foundation, Mr Yasuhiko Sata leads out the run annually from the Chateaux in Chailly-sur-Armançon.

The event was attended by over 500 riders from all over France, (plus 1 Englishman and a Scot) and the race departed at a sporty pace lead by the 5 x Tour de France Winner Bernard Hinault. The SLE team was in hot pursuit for much of the first kilometre!!, until it found its pace further back in some following groups.

After approximately 1500 metres of vertical climbing in temperatures in the mid 30's, and 4 hours of saddle time, it was all over. The SLE team crossed the line, with respectable times that set a marker for next year's event.

The event has seemingly inspired a plethora of wheelers at SLE as membership of the SLE cycle team has grown over the summer months. We hope next year to run a team of 4 people in the event, and to support the SATA foundation in all the great work that it does.

Asia Pacific Distributor Meeting

In May of this year Dougal Whalley, Asia Pacific Manager for SLE organised the first Asia Pacific Distributor Meeting in Phuket, Thailand. The meeting, called "Moving Forward Together" was a huge success with over 60 people attending. Splitting into two groups (Sales and Technical Training) the meeting was able to cover many topics ranging from the new SLE1000 to servicing the SLE5000.

Colin Graham, Technical Training Coordinator commented "Covering ventilator theory, pneumatics, electronics, patient circuits, calibration procedure, upgrades, servicing, maintenance, component replacement, etc, etc, etc. The biggest surprise to me was that we managed to squeeze it all in to three days, we could have spent a week!

Reine [Dixon] and I have conducted many technical training courses over the last few years, but never anything as big as this. What was most pleasing was seeing engineers from different countries working together and sharing their experience and knowledge with one another. A great attendance and, happily, everyone brought a willingness to learn.

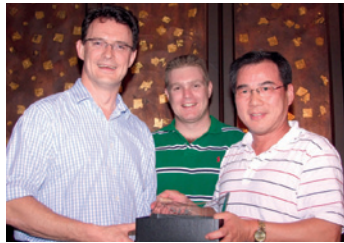
We always try to incorporate as much practical, hands on, time as we can but from reading your feedback you wanted more! We promise to have that improved for next time".



Dougal Whalley, AHC Australia – receives the first of four "Outstanding Contribution Awards" to SLE Business in Asia Pacific



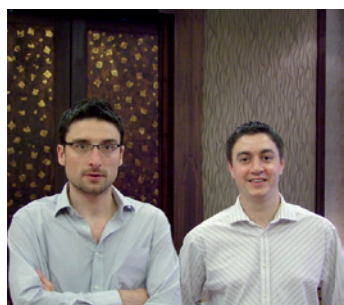
Udaykumar and Cyrus DeSouza – GE Wipro, India



John Yao – Tokibo, China



Padon Thunalavin – Endomed, Thailand



SLE's Colin Graham and Reine Dixon after another hard day's work



The delegates attending "Moving Forward Together" in May

International Update

This has been, and continues to be, a quite extraordinary period of time internationally. Demand for ventilators is greater than it has ever been, requiring a 30% increase in throughput to keep up with the large and short term delivery demands for many countries.

Swine Flu

As the prospect of a Swine Flu pandemic continues to build up with the onset of the Northern Hemisphere Winter, we have also seen an upsurge in demand for the Southern Hemisphere as their winter becomes a distant memory. The demand is driven mostly by a need to enhance the availability of HFO ventilators for a possible upsurge in admissions to paediatric wards – the SLE5000 fits in very well to this respiratory support area with its wide ranging HFO capability for use on up to 20 kg patients.

One particularly interesting story is our partners Medix in Argentina, who have assembled an all encompassing customer-focused plan to provide, support and train clinicians all over Argentina on the use of the SLE5000 in the event of a pandemic. Medix recognised that supplying nearly 100 ventilators to Argentine Paediatric Units was only part of the story. To ensure they are used properly and appropriately is the more challenging part of the programme and in effect the part that their success in supply will be measured against. To date the programme has rolled out very successfully.

New Partners

This quarter we welcomed on board three new sales partners overseas.

In Romania, Medist Imaging have joined hands with SLE. Mr Bogdan Niculescu, MD of Medist Imaging wasted no time in familiarising himself with the SLE product range when he joined SLE at the recent EMEA distributor meeting in UK.

In the UAE, SLE boosted its coverage and after-sales support activities by appointing Gulf and World Traders as sole representatives of its invasive ventilator range.

Sundial Medical and Mr S Mohan will provide a supporting role for GWT and also take on the representation of the nCPAP range in UAE Sarl.

As we go to press, SLE is also forging a new relationship in Lebanon with CMM. (More news on this new partnership in the next Newsletter).

We wish all our existing partners and new partners every success as we begin our work together.

The Queen's Award

Having been involved at SLE throughout its significant growth in the past 7 years it is a pleasure to begin formally handing out awards to the sales partners who have helped us to achieve the award. Special mention has to be made for partners who have made an extra large contribution to the growth of SLE. Tokibo Company in Japan and also in China, Endomed in Thailand, Wipro GE in India, Urals Optical in Russia, Ertunc Ozcan from Turkey, Medix in Argentina, Teva from Israel and Mohsen Shaltchilar from Iran, have all been highlighted as companies who have made a significant growth contribution, consistently for SLE during part of, or all, of the past 6 years.

Exhibitions

We have, for the first time, this year exhibited at the Biannual ESPR (European Society of Perinatal Research) in Hamburg (in October). This was an excellent launch pad for the SLE1000 and FlowGen, and allowed us to glean exceptional feedback from some of the world's most respected researchers in Neonatology and Paediatrics. Roll on Newcastle 2011 when the next ESPR takes place.

Looking ahead to the year-end, we move into what always seems the busiest time of year. We will of course be exhibiting at Medica and will be running a Clinical Workshop in S.E. Asia (Singapore). This training tool continues to prove to be very popular with clinicians who like to learn a little more about advanced ventilation techniques and effective lung recruitment. It also helps users to get the best out of their SLE products. [MP]



New Trolleys roll in...



Medicart 4

Medicart 5

SLE has launched a new range of trolleys to coincide with the launch of the new SLE1000.

There are three models in the range: the smaller Medicart 4 (with 4 castors) for the SLE1000, a Medicart 5 (with 5 castors) for the SLE4000 and SLE5000 and a Medicart 5i (with 5 castors, but built to support an SLE Inosys Nitric Oxide System).

All three trolleys feature heavy-duty cast aluminium bases and an aluminium pole plus a range of ergonomic accessories. They are powder-coated in contrasting blue and white and designed to withstand the rigours of hospital life.

They are available immediately and will replace the previous models.

...and new Bonnets too...

As well as launching the new FlowGen CPAP generator SLE has also introduced a new range of CPAP bonnets. These new bonnets feature quick-attach Velcro tabs for the generator and straps.

Manufactured in the same soft materials as before the new bonnets include a 'direct access' flap for easy access to the top of the baby's head.

They are available in 12 different colour-coded sizes in bags of 10.



Technical Training Course Dates

SLE has published the Technical Training calendar for 2010. These courses are all held at our Headquarters in Croydon and cover the range of all SLE's products.

They are open to Distributors' Engineers and Hospital Engineers on a first-come, first-served basis. For further details of availability and costs please contact Sam Logan at slogan@sle.co.uk

No.	Dates (all 2010)	Description
401	15th - 16th Feb	SLE2000 course (1½ days)
402	16th - 18th Feb	SLE5000 Beginners course (2½ days)
403	15th - 18th Feb	Combined course (401+402) (4 days)
404	19th - 21st April	SLE5000 Advanced course (2½ days)
405	21st - 22nd June	SLE2000 course (1½ days)
406	22nd - 24th June	SLE5000 Advanced course (2½ days)
407	23rd - 26th Aug	SLE5000 Beginners course (2½ days)
408	18th - 19th Oct	SLE2000 course (1½ days)
409	19th - 22nd Oct	SLE5000 Advanced course (2½ days)
410	18th - 22nd Oct	Combined course (408+409) (4 days)

Partner Sites

SLE's Marketing Department is looking for a couple of Neonatal Units to help with the design and development of new products.

Our recent growth and accelerated product launch schedule has meant that we have lots of new products in the pipeline and need some help with market research and pre-marketing of products.

This is a chance for you to influence new product design!

If you know of anyone who can help, or if you work in a hospital and would be willing to help a couple of times a year then please email our Marketing Manager, Chris Worrell at cworrell@sle.co.uk

Web Site

SLE's web site has been updated to include a new secure area. At the moment this includes PDF copies of all the current service manuals, but will be expanded later in the year to hold other useful material.

Distributors and Hospital Biomedical Engineers are welcome to contact us for access details. Please email Sam Logan at slogan@sle.co.uk



Jeremy Billett

It was 20 years ago...

Please join us in congratulating UK Sales Team Representative Jeremy Billett who, on 1st October 2009, celebrated his 20th year with SLE Ltd.

Jeremy provides a wealth of knowledge and experience in the UK market, and on behalf of all the staff at SLE "Many Congratulations Jeremy!"

Brochure Update

SLE has published two new brochures since the last newsletter. They are:

CSD0025es

SLE1000 (Spanish)

CSD0030

SLE FlowGen (English)

Both are available from the Customer Support Department.

Please contact your local distributor for a copy.



First HFO in Algeria



Doctors training on the SLE2000 HFO installed recently at Beni-Messous Hospital of Algiers.



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Meet SLE at:

Medica

18th to 21st November 2009 - Düsseldorf

Arab Health

25th to 28th January 2010 - Dubai

10th Pediatric & Neonatal Ventilation

28th April to 1st May 2010 - Montreux, Switzerland

