

Merchandising Aids

To help you sell ADC product we'll provide you with a variety of merchandising aids, like eye catching posters, cash mats, and counter brochures.

We know you have lots of products to sell so we've developed a comprehensive product line guide to provide you with the information you need to close the sale. And we've assigned customer service specialists that are just a toll free phone call away.

ADscope Stethoscopes

Over engineered... not over-priced.

11" X 17" CASH MAT (CASHMAT121)

ADscope Stethoscopes

Incredible design, unrivaled performance

ADSOFT™ earlips for the ultimate in wearing comfort and acoustic seal.

Ergonomic headsets are rugged, comfortable, and stylish.

CNC machined from surgical grade stainless steel, aluminum alloy or other premium metals for outstanding acoustic sensitivity.

Electronic Cardiology Multitrequency Clinician Sprague Specialty

12 Models, Dozens of Colors, Over 100 Model Options  
One of them is right for YOU!

Over Engineered... not over-priced.

www.adctoday.com

ADC American Diagnostic Corporation

24" X 36" POSTERS (POSTER-SCOPE121)

Core Medical Instrument Primer

www.adctoday.com

ADC American Diagnostic Corporation

EDUCATIONAL PRIMER (ADCPRODINFO121)

STETHOSCOPES BLOOD PRESSURE INSTRUMENTS DIAGNOSTIC TOOLS

ALL THE TOOLS YOU NEED...

ADC American Diagnostic Corporation

PRODUCT BROCHURE (CBS121)

ADC products.  
Over engineered.  
Not overpriced.

ADC  
Retail Program

Medical Instruments

Adsafe CPR Pocket Resuscitator

Adsafe™ CPR POCKET RESUSCITATOR

www.adctoday.com

ADC American Diagnostic Corporation

Surgical Instruments

Medical Instruments





ADC, a world leader in core diagnostic products to the physician, acute care, EMS, and nursing home markets has developed a comprehensive retail program to help you sell our products in your store.

## Why Choose ADC? ...We call it the ADC Advantage.

**Profitable:** ADC'S line is one of the most consistently high profit lines for your store in this category. At full MSRP our products provide a 40% gross margin. Additional discounts can bring that up to well over 50%. ADC's higher quality means less lost on customer returns.

**Competitive:** ADC's value proposition provides a significant price advantage over some of the premium priced brands in our core categories while still providing YOU with greater margin. As much as 40% less expensive!



**Comprehensive:** The MOST comprehensive line of value priced core diagnostic equipment and personal instruments means one vendor for all of your customer's needs. Blood pressure instruments, stethoscopes, EENT (diagnostic) instruments, thermometers, penlights, neuro/reflex hammers, personal instruments, and caseware are among the product lines we manufacture.

**Quality:** ADC maintains an extensive QC lab employing proprietary equipment that allows us to test virtually every product and component we sell. We are one of the few suppliers in these categories registered as a manufacturer with the FDA. ADC is also one of the few firms to hold the prestigious ISO 9001:2008 AND ISO 13485:2003 quality system certifications.

**Traceability:** Every diagnostic instrument (scope, sphyg, EENT product, neuro hammer) is marked with a lot number that identifies the date of

assembly, inspection or packaging and the ID number of the individual responsible for final assembly. This provides for the utmost in traceability.

**Domestic Content:** Virtually every product is individually inspected and packaged in the U.S.A. Many products are also assembled in the U.S.A. A refreshing change from the Chinese imports that most companies supply.



**Social responsibility:** ADC has set aside 25% of our production department staffing to individuals with disabilities. We are one of NY's largest private employers of the developmentally disabled and have been honored at the national, state and local levels for our efforts.

**Extensive Warranties:** ADC products are backed by the industry's most comprehensive warranties protecting YOUR customer's investment. Many products are warranted for life.

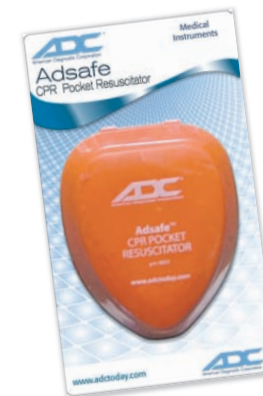


## The Retail Program

Our retail program is a comprehensive program that provides you with the tools you need to sell ADC medical instruments.

## Packaging

We started with the packaging. We've taken our most popular products and made them available in attention grabbing display packaging that highlights our color coordinated program of diagnostic products and medical instruments. ADC's striking see-through package design provides your customer with a full view of the contents and encourages impulse buying. It will also look good in any store environment. ADC display packaging is designed for hook mounting on displays, slatwall, or gridwall.



12" X 17" COUNTER SPINNER  
(COUNTERSPIN)



ADC STORE  
(5' Store - 5FTADCSTORE)  
(6' Store - 6FTADCSTORE)

## Merchandising Displays

Next, we designed a variety of merchandising displays to suit your store's particular requirements.

Want to display our products on slatwall? We've designed 3 and 4 foot planograms that help you get the most out of as little as 13.5 sq. ft. of wall space.

Would you rather make our products completely self service? We've designed a variety of gridwall floor displays that allow you to merchandise up to \$5k in products (MSRP) in just 9 sq. ft. of floor space. For smaller spaces, we offer counter spinners that display an assortment of ADC products in as little as 2 sq. ft. of space. Display fixtures will be supplied at no charge with qualifying purchases.