



So Easy

So Fast

So Clean

Soniclean

## Message from Management

Soniclean's plans for Globalisation are fast becoming a reality. In 2006, already, we have appointed six new distributors in five different countries;

- China – Fullstar Medical Equipment Company Ltd.
- Hong Kong – Associated Medical Supplies Co. Ltd.
- South Africa – ProcureWise cc, National Medical Supplies
- Kuwait – Warba National Medical & Scientific Product Center.
- Iran – Irenic Company Ltd.

Negotiations are in progress with distributors in a further ten countries emanating from the leads established at the MEDICA exhibition in Germany, November 2005. These appointments will bring increased sales for the ever growing demand for the popular range of Soniclean Ultrasonic Cleaning Machines. European sales have been strong with repeat orders from the UK, Greece and Germany.

The Asian, Middle Eastern, African, South & North American markets are

also performing well with orders from many countries including Singapore, Malaysia, Thailand, Philippines, Vietnam, India, Indonesia, Egypt, Kuwait, Pakistan, Oman, Syria, South Africa, Brazil, Honduras, USA & Canada.

In the Australian domestic market we have appointed Acorn Biological Pty Ltd as our distributor to the Western Australian health industry. We have also renewed the distribution agreement, for a further 2 years, with Surgical & Medical Supplies Pty Ltd, who look after health industry sales in South Australia and the Northern Territory.

Soniclean is planning to attend two major world exhibitions this year (Hospimedia Asia 10-12 October and Medica2006 Germany 15-19 November). We will also be attending a product showcasing, organized by Austrade, for buyers and potential distributors in the UK health market.

Julian Smith,  
Managing Director

## Feature story:

- Green Manufacturing

## Inside this issue:

- Distributor Product Training
- Staff Profile – Susan Lee, Business Development Director
- Western Australian SRACA conference

## Articles of Interest (please click on link)

- [Infection Control Instrument Management – Clean then Sterilise, By Terri Slough, RDH](#)

## Dates to remember:

- 28-29 April – SRACA (SA) Conference, Adelaide
- 18-20 May - European Sterilisation Conference, Norway
- 24-27 May – ACORN Conference, Canberra
- 26-28 May – Australian Dental Expo, Melbourne
- 16-17 June – SAPNA Country Conference, South Australia

## Green Manufacturing

Soniclean is very conscious of the environment and is actively involved in the practice of "Green Manufacturing".

Soniclean is a member of the Australian Electronics Industry Association's 'Green Manufacturing Task Team'. The objective of the team is to build a more comprehensive "Green Manufacturing" proposal for Industry and Government consideration.

Like all good products, manufacturing begins with the design.

### Design:

- Improve electronic design to exceed EMC compliance for noise emission
- Efficiency in the product operation to reduce power consumption
- Reduce dBA (Human hearing) levels and exceed threshold levels
- Design upgradeable features



### Manufacture:

- Minimize the use of plastics
- Migrate towards the use of lead free soldering technology
- Use energy efficient manufacturing equipment

- Minimize scrap
- Build in quality and high reliability

### Product life cycle:

- Increase longevity of the product
- Offer longer warranty periods of 3-5 years
- Trade in policy to recycle old equipment (including other brands)

### Waste minimization:

- Production materials
- Consumables
- Chemicals

### Packaging:

- Use cardboard preformed packaging
- Do not use polystyrene
- Use returnable/reusable containers

These are just some of the guide lines that Soniclean have set for our own business.

## Distributor Product Training

Soniclean provide product training to our distributors at our head office in Adelaide, South Australia. This ensures that our distributors can provide the very best information about our products to their customers. Soniclean also assists our distributors with the expense of attending our training workshops. Soniclean management is convinced that this personal training and face to face contact with our distributors helps build a strong relationship and understanding between each other that will stand the test of time.

Soniclean has conducted several distributor training workshops with our Australian distributors. Our most recent workshop was held in February 2006 for ProcureWise cc from Johannesburg, South Africa.

Our next workshop will be held at the end of April 2006 for our newly appointed Hong Kong distributor, Associated Medical Supplies Co., Ltd. (AMS). Soniclean formed a relationship with AMS CEO, Mr. Sydney S. L. Chien, in Hong Kong last November with the assistance from Austrade and the Australian High Commissioner during the Hong Kong Business Forum, which was attended by the management of Soniclean. AMS will distribute Soniclean products to the hospital and medical markets in Hong Kong.

In addition to our 'one on one' product training, Soniclean has produced a training DVD for our S2800 Cannulated Ultrasonic Irrigator. This DVD will be sent out to all hospitals that currently have our S2800 irrigator and a copy will also be provided with each new S2800 irrigator sale.

## Western Australian SRACA conference



Jodie (Soniclean), Russ & Maxine (Acorn Biological) at the trade stand

The Western Australian SRACA conference was held in Fremantle on 25<sup>th</sup> March. Soniclean was well represented by Acorn Biological Pty Ltd, our newly appointed distributor to the Western Australian health industry. The conference was attended by approximately 100 delegates.

Our S2800 ultrasonic irrigator, and our smaller benchtop units, received very positive feedback from the many visitors to our stand.

Soniclean is looking forward to a long & prosperous affiliation with Acorn Biological Pty Ltd.

## Management Profile – Susan Lee, Business Development Director

Born in Malaysia Susan migrated to South Australia in the late 60's and her then-to-be husband Wah Tong Lee followed eighteen months later. They were married in Adelaide in 1973.

As a child Susan was a very fast runner and won many trophies always wanting to get there quickly ...nothing much has changed!



Susan in traditional Malaysian costume for a Tsunami charity function

Susan was a teacher in Malaysia but on arriving in Adelaide she soon began training as a nurse for the Royal Adelaide Hospital and worked her way up to train other nurses. Susan continued her work as a nurse educator in between bringing three daughters, Robyn, Amy and Annabelle, into the world.

Wah Tong had studied to be a teacher in the UK and he continued his studies in Australia as a Product Designer. In 1975, as an industrial design student, Wah Tong designed and built a small Ultrasonic Cleaner to clean draftsmen's ink pens, a project that went on to become the beginning of Soniclean. This machine was quickly in demand and Wah Tong produced a number of these from his home to sell. From that point on Transtek Systems Pty Ltd was formed and later in 1993 the company was renamed Soniclean Pty Ltd. Wah Tong quickly realised that in order to sustain a profitable business it needed promoting. This is where Susan came in, using her persuasive skills in promoting the product, in particular to the health industry of which she was most familiar. Susan is a born entrepreneur and never tires of promoting the Soniclean products and the benefits thereof.

Susan was recognised by the South Australian government for her work and they recruited her as an Ambassador for South Australia under the State's Business Ambassadors Scheme. Susan meets regularly with other South Australian Ambassadors to discuss export and promotion of South Australian companies and their products. In 2003, regarded as an International Entrepreneur, Susan was awarded the 'Women of Distinction' award from the Asia Pacific Business Council of South Australia.

Susan has been and still is a member of many organisations and committees related to the health industry. She is currently on the Standards committee for Bio Innovation SA and a member of the Hong Kong Business Association and the Asia Pacific Business Council for Women.

Susan heads up Soniclean's marketing and business development team and is currently working on the company's strategic plan to take Soniclean to the Global market. This activity includes establishing a Global network of distributors to sell Soniclean products all over the worldwide and to move Soniclean into 'e' business sales through the internet while at the same time branding the Soniclean product throughout the world.

This requires lots of energy, passion and commitment of which Susan has plenty!



TGA Registration  
Class 1 Certification  
ARTG # 104498



### Head Office

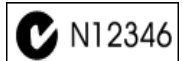
Soniclean Pty Ltd  
ABN: 89 057 730 917  
38 Anderson Street  
Thebarton, SA, 5031  
Australia  
Ph: + 61 8 8234 8398  
Fax: + 61 8 8234 8391

### Malaysia Office

Sonic Solutions Sdn Bhd  
13 Lorong 1/1  
Taman Bukit Wuri Indah  
70300 Seremban  
Negri Sembilan  
Malaysia  
Ph: + 60 6 631 6133  
Fax: + 60 6 632 7507

### Further Information

Email:  
[sales@soniclean.com.au](mailto:sales@soniclean.com.au)  
Web:  
[www.soniclean.com.au](http://www.soniclean.com.au)



AS/NZS ISO 9001:2000  
Approved by BVQi