



SO EASY

SO FAST

SO CLEAN

SONICLEAN

Clean and Green



Soniclean "So Easy - So Fast - So Clean" and **GREEN!**

For those of you who remember the Soniclean green frog, you will know that Soniclean has had a long term environmental view in regards to our products and manufacturing practices.

Soniclean is very conscious of the environment and is actively involved in the practice of "Green Manufacturing". Already, all of the Soniclean electrical and electronic circuits use and employ lead free components and lead free soldering.

Our manufacturers in Malaysia go as far as to separate lead free and leaded component assemblies on two completely separate floors in their factory so they cannot become mixed!

With the Soniclean products we offer to all our customers a generous unreserved guarantee to take back the cleaner as a trade in when the unit has either expired or just requiring an upgrade. This way Soniclean takes responsibility for the environmentally friendly way of disposal of the unit.

Some areas Soniclean are looking into:

Design:

- Improve electronic design to exceed EMC compliance for noise emission
- Efficiency in the product operation to reduce power consumption
- Reduce DbA (Human hearing) 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
- Trade in policy to recycle old equipment



(including other brands)

- Offer longer warranty period 3-5 years

Waste minimization:

- Production materials
- Consumables
- Chemicals

Packaging:

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

A number of these features have already been included in our products such as:

- Noise emission; Soniclean ultrasonic units are among the quietest in the market place.
- All components and solder lead free.
- Specially designed recyclable cardboard packaging.
- Warranty extended from 12 months to 3 years, working towards 5 year warranty.
- Soniclean ultrasonic cleaners and detergents are TGA listed.
- Power consumption reduced and timer adjustable.

Soniclean is ready to meet the environmental requirements and challenges that will be demanded by countries all over the world as saving the environment becomes one of the biggest challenges to the modern world!

Feature story:

- Clean and Green

Inside this issue:

- Export Award finalist
- The Soniclean travel desk
- Australian Distributor Training
- Staff Profile – Cobus Oberholzer
- Quality Review of our International Operations
- STOP PRESS - Sonic1 = TGA
- Defence Exhibition Adelaide
- A Happy Unhappy Customer.
- NZ Infection Control Conference
- Queensland & Victoria SRACA Conferences

Dates to remember:

- Sept 12th - 14th Hospi Medica Thailand
- Sept 14th – 23rd Austrade Medical Mission to UK and France
- Sept 27th – Defence Teaming Centre (DTC) Members Showcase South Australia
- Oct 5th – 6th New South Wales SRACA Conference
- Oct 5th – 7th Auckland New Zealand Dental Expo
- Oct 8th – 9th Hong Kong Business Forum Hong Kong
- Oct 12th – 13th SAPNA Conference Morphettville, South Australia
- Oct 17th – 19th Victorian Infection Control Association Conference
- Oct 19th – 21st Australian Military Medicine Association Conference
- Oct 26th ICASA State Conference South Australia AAMI Stadium
- Nov 14th – 17th MEDICA Düsseldorf, Germany
- Jan 08 - 28th – 31st Arab Health Dubai

Export Award Finalist

Soniclean was again this year a finalist in the Hong Kong Australia Business Association South Australian export awards; unfortunately it is difficult to compete with the major seafood exporters who won the top award.

Quality Review of our International Operations

In May this year Managing Director / Quality Manager Julian Smith visited our sister company, Sonic Solutions Sdn Bhd and our two sub contractors in Malaysia. The purpose of the visit was to discuss the Quality Management of Soniclean's products sourced from sub contractors in Malaysia.



L to R Jason Ang, Cindy Lai Sonic Solutions, Julian Smith Soniclean and Mikky Low PNE

Each of our two major subcontractors in Malaysia are ISO 9001 accredited and are regularly audited by Sonic Solutions and Soniclean. Quality is paramount in Soniclean's culture as we hold in high regard our customers who use our machines, in many cases for medical care and well being.

Sonic Solutions who currently follow Soniclean's accredited Quality System will soon go for accreditation in their own right.

Discussions were held in the Sonic Solutions offices with Mr. Loo from Sirim Malaysia, who is an accredited quality organization in Malaysia, to provide details and a quotation to Sonic Solutions to conduct an accreditation review.

We visited our sub contractors, CEI and PNE, to conduct audits and to discuss Soniclean's Quality requirements for all of our products. We are extremely pleased to report that both of them passed their audits with flying colours because they place great emphasis on quality (that's why we selected them!).

The Soniclean Travel Desk

As part of Soniclean's **Global Export Drive**, MD Julian Smith, will be travelling across the world in September and October this year to meet many potential distributors and customers who are interested to buy Soniclean Ultrasonic Products.

Julian's first stop will be Bangkok to visit the HospiMedica Exhibition in **Thailand** where Soniclean's Thai distributor *Technical Win Group* will have a stand promoting the Soniclean products.

Following Thailand, Julian will join up with the *Austrade Medical Mission* in the **UK** at Cardiff in Wales. There he will meet key people in the UK Medical National Health System with the aim of accessing this market with our Hospital Ultrasonic Cleaning products.

In addition to the Austrade Mission, Julian will be visiting a number of established UK companies to discuss the distribution of Soniclean products throughout the UK.

After UK it is off to **France** where Soniclean has engaged a consultant "*Exportia*" to identify customers and French distributors to sell Soniclean products in France.

Julian will also attend the *Austrade Medical Mission* functions in Montpellier and Bordeaux before returning to UK to complete the appointments, with further potential distributors, set up by our UK consultants BR Market Services.

On the way back to Australia he will stop off in **Hong Kong** to attend the Hong Kong Annual Business Forum. Soniclean has attended this forum for the past three years, which is extremely beneficial for Soniclean to build upon previously established relationships both in Hong Kong and in Mainland China.

I am sure Julian will have many stories to tell on his return, some of which will undoubtedly be in the Xmas 2007 edition of SonicNews.

Australian Distributor Training

Soniclean provides product training to all its distributors at their head office in Adelaide, South Australia or at the Distributor's or Customer's premises in Australia to ensure that the customers get the very best information about the products from the Soniclean distributors.

In the past 2 months we have trained 11 SESS Staff (Soniclean's Queensland Distributor) at their Queensland Offices and Jenni Gowing from Surgical House from Perth at Soniclean's premises in Adelaide.

The SESS training covered the Irrigator and Bench Top products and was arranged by Greg Harrison from SESS and presented by Cobus Oberholzer from Soniclean. The training was conducted in three groups of SESS staff spread over two days.

Jenni Gowing from Surgical House in Perth came to Soniclean and received training on the Ultrasonic Bench Top machines and she was also introduced to the Ultrasonic Irrigator. Jenni will train other staff at Surgical House on the Bench Top machines and will sell these products to the General Practitioner market in Western Australia.



Jenni seen here with the Soniclean Management at the Imperial Peking restaurant

STOP PRESS Sonic1 = TGA

Soniclean is pleased to announce that we have **received TGA listing of our Sonic1 Detergent**. This detergent has been especially formulated to comply with Soniclean's strict specifications, which have been developed over many years of research to identify the optimum detergent for peak ultrasonic performance in the Soniclean Ultrasonic Cleaners

Sonic1 is registered as a class 1 medical device GMD Code 33612 Detergent ARTG No: 141350

Soniclean therefore highly recommends the use of Sonic1 to achieve the best possible performance from all of your ultrasonic machines.

Defence Exhibition Adelaide

The convention Centre in Adelaide was the venue for the Defence and Industry Exhibition which gave local industry the opportunity to show off their capabilities to the Australian Defence Forces and to other Defence Forces from around the World. South Australia is the selected State to build the new Air Warship Destroyers for the RAN, so what better place to exhibit Soniclean's capability.

Soniclean is already experienced in doing business with the Australian Defence Forces (ADF) with the supply of four special purpose Ultrasonic Vapour Degreasers (UVD) specifically designed for the Royal Australian Air Force (RAAF) to clean vital oxygen delivery components for their aircraft oxygen delivery systems.

Another important area is the Health and Dental requirements for the Australian Defence Forces whether it is in Australia or for a mobile unit in an overseas foreign country. Soniclean Bench Top Ultrasonic Cleaners are portable and rugged and are fully sealed to IP65 specifications to keep out moisture (very necessary when used in tropical climates). The cleaners can run off mains or portable 240v or 110v power supply and can be set up for operation within minutes of arrival.

The Ultrasonic Irrigator is used for cleaning Laparoscopic Surgical Instruments and the Bench Top machines used for cleaning Dental and minor Surgical instruments. The Soniclean Ultrasonic Machines can also be used for cleaning small firearm components and for many other uses in a military workshop.



SQNLDR David Cole RAAF with Wah Tong Lee
During the UVD acceptance testing at Soniclean



Jeff and Aaron at the Soniclean stand at the Defence and Industry Exhibition

Soniclean is in the process of delivering four Ultrasonic Vapour Degreasers (UVDs) to the RAAF. These machines will be used to clean Oxygen Delivery Components that provides Oxygen to the RAAF pilots during flight.

It is absolutely imperative that these components are completely clean to protect aircraft and personnel as any contamination on the components mixed with oxygen will cause an explosion.

Soniclean will again be demonstrating their capability at the Defence Teaming Centre (DTC) Members Showcase at Technology Park on 27th September 2007 to the Australian Defence and other Defence Contractors.

Special thanks to Susan and Wah Tong Lee, Aaron Ng, Clive Paling, Cobus Oberholzer and Jeffrey Ng for assisting with the stand.

A Happy Unhappy Customer...

Below is a note we received with a machine that recently came in for repair:

To Soniclean,
Please make me well again.

My owner subjects me to punishing long hours each day with only one break.

I am constantly cleaning car fuel injectors and am submerged in soapy water for days at a time. I started feeling bad a couple of days ago and refused to go to work. This infuriated my owner and he beat me!!

So I come good for a day and had another sickie. This morning, I only worked for about ten seconds and gave up. I don't care how many times or how hard my buttons were pushed, I am refusing to work. I wish I hadn't signed that AWA."

Footnote: Following 48 hours in the Soniclean Ultrasonic Hospital I am now happily back at work with my buttons being pushed all the time.

Staff Profile - Cobus Oberholzer

It is now tradition that in each issue we profile one of our staff members; in this issue we are profiling Cobus Oberholzer who represents Soniclean in a number of "guises".

During any normal week you will see Cobus assembling Ultrasonic Irrigators at the Soniclean facility; at other times you may encounter Cobus (in a suit) at an exhibition or at one of the many training visits he makes to our distributor and customer premises.



Cobus arrived in South Australia from his native land of South Africa in 2003 with his family, Wife Vanessa and Children Elmiem, Nicolene, Christine and Joeline. In South Africa Cobus worked as a Fitter and Turner working on conveyer systems and after that as service technician for "T" Systems maintaining gaming machines.

On his arrival in South Australia he immediately started work at Soniclean following his successful interview with MD Julian Smith, Julian took one look at Cobus who is built like a Rugby 5/8 player and thought we could make use of someone of that size around the place as we were permanently moving furniture and stuff around at that time to make room to fit everything in. After all the moving, Cobus quickly settled into helping with the UVD manufacture and soon after that on manufacturing and assembly of the Ultrasonic Irrigators.

He is now the King of the Irrigators and UPM,s and is well respected by our customers and distributors for the excellent customer service he provides to them when it comes to the operation and performance of the irrigator machines.

Talking about "The King" Cobus does a mean impersonation of Elvis Presley as we all witnessed at our Xmas Karaoke dinner function in 2005.

From the Land of the Long White Cloud - New Zealand Infection Control Conference

Soniclean has just returned from a flying trip to the New Zealand Infection Control Conference held in Wellington where Aaron supported Alan Cameron the representative of our New Zealand Distributor, Mercer Medical who was exhibiting at the conference.

Approximately 250 delegates attended the trade display consisting of 33 booths, which included Mercer Medical who displayed our product range including the Soniclean Ultrasonic Irrigator S-2800, the 160T Bench Top and the Ultrasonic Performance Meter (UPM) SONIC 200.

We learnt that most hospitals do not have CAPEX to purchase our S-2800. They are still cleaning their instruments manually.

Alan Cameron is Mercer's South Island Sales Manager and is active in visiting Hospitals in the South Island.

There were many delegates at the conference who expressed interested to trial our S-2800 Irrigator Machine.

The conference was also an opportunity to catch up with the delegate from Southern Cross Hospital who purchased our S-2800 about 2 years ago and they are happy with the performance of our machine.

All in all a very successful trip to New Zealand and Soniclean will continue to make inroads into this market with Mercer Medical as our distributor.



Aaron, Soniclean with Alan Cameron, Mercer Medical outside the Conference venue

Victoria SRACA Conference

Soniclean has recently attended an extremely successful exhibition at the Victorian SRACA conference held on 17th-18th August at Moorabin, Victoria.



Aaron with Adrian Bordignon from Matrix Surgical

Aaron attended this exhibition on his way back from New Zealand to support Adrian Borgdignon the representative of our Victorian Distributor, Matrix Surgical, who was exhibiting at the conference.

Approximately 150 delegates attended the trade display consisting of 42 booths, which included Matrix Surgical who displayed their own product range as well as our Ultrasonic Irrigator S-2800, 250T Bench Top Machine and UPM SONIC 200.

Aaron met many satisfied delegates who had already purchased the S-2800 from Matrix Surgical. The feedback from delegates was very encouraging and they are happy with the performance of their

S-2800 including the new features such as the on-off switch. They also suggested some other design improvements, which we will take on board.

Listening to our customers is definitely what keeps Soniclean in the forefront of our technology and the capabilities offered with our products.

Some delegates also requested to trial our S-2800 to replace their current manual cleaning procedures as they had heard good reports, through word of mouth, from other hospitals that had purchased our S-2800 Irrigator.

Queensland SRACA Conference

Soniclean also recently attended the Queensland SRACA conference, an extremely successful exhibition, held in the Sunshine Coast Qld, Australia.

There were over 250 delegates and trade people at the conference, held over 3 days from 23 - 25 of August. Fortunately the Conference activities were all inside, as it rained for the whole three days of the conference. In fact the stormy weather was so bad that the Sunshine Coast Airport was closed for 2 days and I had to divert to Brisbane and bus it up to the Sunshine coast. Soniclean's products were displayed on the stand of our Queensland Distributor, SESS, who were represented by Greg Harrison.

The interest in our range of Ultrasonic cleaning products was enormous including the very successful S-2800 Ultrasonic Irrigators for cleaning laparoscopic surgical instruments and our new Ultrasonic Performance Meter (UPM) SONIC 200 used for measuring the ultrasonic activity in the bath.

The SONIC 200 is a measuring device developed by Soniclean to measure the Ultrasonic Amplitude in the Ultrasonic bath thereby confirming that the ultrasonics is working to specifications.

The SONIC 200 could arguably replace the standard al foil test as the probe measurement has been calibrated with an al foil test. The SONIC 200 offers modern technology to verify and validate the correct level of ultrasonic activity in any ultrasonic cleaning bath of any make, shape or size.

Our trade raffle prize was the most sought after. It was a string of pearls and mother of pearl shell necklace; this was the top prize in the raffle. The necklace was won by Rhondda Smith a trade delegate from Smartline Machines.



Julian Smith, Soniclean and Greg Harrison, SESS



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 Nuri Indah
70300 Seremban
Negri Sembilan
Malaysia
Ph: + 60 6 631 6133
Fax: + 60 6 632 7507

Further Information:

Email:
sales@soniclean.com.au
Web:
www.soniclean.com.au

