



SO EASY

SO FAST

SO CLEAN

SONICLEAN

CHRISTMAS MESSAGE FROM THE MANAGEMENT



Susan Lee, Wah Tong & Julian Smith pictured with the other Innovation Award winners

Soniclean had many highlights in 2010 starting in FEBRUARY winning "The peoples choice" for the top 20 Innovation award in South Australia for our Ultrasonic Irrigator. Also in FEBRUARY Soniclean exhibited at "The Clever Green Conference" on the Technology Industry Association stand as a member of the Environmental Sustainability Advisory Council (ESCAC) representing the TIA "Clean Tech Industry"



Cindy Lai & Aaron Ng at the MDA AGM / FDI World Dental Exhibition (Malaysia)

This was followed by a round of successful overseas exhibitions and visits to six different countries in MARCH and APRIL to Singapore, Hong Kong, China, Taiwan, France and Malaysia. In France we supported Alphacomed our French distributor at the Sterilisation Congress and exhibition held in Lille, France.



Aaron, Jason Ang, Susan, KB Ong & Wah Tong at the Medical Device Exhibition (China)

Record orders for Soniclean Ultrasonic Irrigators were received in MAY from France and from Queensland Health contract with SESS Soniclean's distributor for Queensland and from Matrix our distributor for NSW, Victoria and Tasmania.

In JUNE we secured via our agent in UK listing of Soniclean products on the UK NHS Approved Supply Chain List, this is an important step to sales to the UK Hospitals for our Ultrasonic Cleaners. This Framework now means any NHS purchaser can place an order direct with us without having to go through a full tendering process as the product is already approved.



Julian & Greg Harrison (SESS) at the Cairns SRACA Conference

The month of JULY was relatively quiet probably due to the end of year rush so we took stock and developed our plans for Sales and Marketing and Product Development for the coming year.

Up to Cairns in AUGUST for the Queensland SRACA meeting where the weather was truly fantastic! The Queenslanders certainly know where to hold their conferences! Soniclean is represented in Queensland by SESS who also have a service centre in Cairns.



In SEPTEMBER we were selected as a finalist in three industry awards - the Business SA Export Award for small business and the Technology Industry Association (TIA) Awards for the Gold Cup Award for the Design and Commercialisation of our Ultrasonic Irrigator and also for the Export Excellence Award.



Susan pictured with Mike Terlet (Business SA) accepting the Business SA Export Award



Mike Bowden (Dekomed), Julian & Peter Coffey (Coffey Healthcare) at the HIS Exhibition (UK)

OCTOBER was a very busy month firstly by winning the Business SA Export Award and then Exhibiting at the Aus Biotech Conference held in Melbourne and at Exhibitions in the UK at the HIS in Liverpool and the BDTA Dental Showcase in London.

These were followed by marketing visits to Holland, France, Indonesia and Malaysia. We also exhibited at the NSW SRACA Conference held in Coffs Harbour with Matrix our Victorian and NSW distributor.



Julian & Cindy with Silvia & Fermanica (Austrade) in Jakarta, Indonesia

In NOVEMBER we had Robyn Lee represent Soniclean at MEDICA in Düsseldorf Germany making industry contacts, intelligence gathering and holding meetings with Austrade representatives.

DECEMBER saw Soniclean representing South Australia as a finalist in the National Export Awards for small business at the Centennial Hall in the Sydney Town Hall. Although Soniclean did not win, another South Australian company, Kelly Engineering won the top Prime Minister's Australian Exporter of the Year award.



Robyn Lee with Esther Thomeer, the Head of CSSD Hospital unit in The Hague, Amsterdam



Wah Tong, Susan & Julian with the finalist certificate at the National Export Awards (Sydney)

All things considered Soniclean has performed well above the average in 2010 considering the GFC and we are looking forward to a fantastic year ahead in 2011.

We thank all our customers and agents around the World for continuing to support Soniclean and our products that we all know are Nulli Secundus (something for you to work out!) Google it!

The Management and Staff of Soniclean wish you all and your families a Very Merry Christmas and a Happy and Prosperous New Year.



TGA Registration
Class 1 Certification
ARTG # 104498



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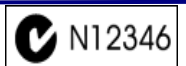
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