



# Midmark Corporation

## **The Midmark Brand Promise**

*We are committed to developing quality products, services and integrated technologies that allow healthcare providers to increase efficiency in their practices. We do this by understanding the needs and wants of caregivers, and responding with innovative solutions.*

**Midmark is... efficient patient care.**



Expert.

Trusted.

Genuine.

Inspired.

## Because we care.

At Midmark, we make it our goal to understand the needs of our customers, which consist of healthcare professionals, their patients and our distribution partners. They are the reason for our existence and the center of our thinking.

We network with these customers to provide the highest quality products in the industry - products that are revolutionary in their performance... recognized not only in the medical market, but in the dental and veterinary markets as well.

Customers value our examination and power procedures tables, favoring us with the position of market share leader for nearly three decades. And, we hold the number one position in autoclave sterilization. We take our reputation for product leadership seriously, and will continue to deliver new products and better solutions as these markets grow and change.

Midmark strives to set the standard. We will become a global leader, welcoming the opportunity to learn about diversity and integration... molding those opportunities into strengths for our future. And, we will continue to place customers at the heart of our business... because we care.

Anne Eiting Klamar, M.D., CEO and president, is the fourth generation of the Eiting family to hold a leadership role within Midmark. As a physician and business-leader, she understands the complexities and challenges facing today's healthcare provider. Her management team and nearly one thousand teammates worldwide, remain committed to keeping our customers the primary focus.



In Versailles, Ohio, a small town that embraces the motto, "People-Pride-Progress", resides the headquarters of Midmark Corporation. Founded in 1915, this privately held business has evolved into a leading worldwide manufacturer of the most innovative, high quality equipment available in the healthcare industry. We are proud of our company and our teammates, and we are also pleased to be a part of this active and growing community.

Riverwatch – Also located in beautiful, rural Versailles, is a unique, corporate conference center... or the company "Bed and Breakfast". Nestled near the Stillwater River, this spacious, picturesque facility provides educational training/team-building areas, private dining accommodations, and meeting rooms affording a nature-lover's view. Add to that comfortable lodging with home-like amenities, and warm, enthusiastic hospitality... all in a peaceful, tranquil environment. That's Riverwatch... just one element of "The Midmark Experience".



A tradition in healthcare.

Trusted.

Genuine.

Inspired.

Expert.

## A tradition in healthcare.

Our Midmark and Ritter brands of examination and universal power procedures tables have become the industry standard in medical facilities, offering high quality, patient comfort and the best long-term investment.

We also produce the leading sterilizers on the market, an array of lighting, seating and unique modular casework with storage solutions for all areas of healthcare facilities.

Midmark Diagnostics Group, a subsidiary of Midmark, is a medical technology innovator that offers digital diagnostic medical devices through its IQmark™ product line. By increasing patient quality of care and exam room efficiency through digital diagnostic technology, physicians have better and immediate access to critical patient information allowing for the best and most effective treatment.

Our full line of trusted equipment enables healthcare providers to deliver more efficient patient care, not only in the United States, but also internationally. Promotal, a subsidiary of Midmark, located in Ernee, France, manufactures a broad line of healthcare equipment including exam and specialty tables, specialty chairs, stretchers, casework and hospital accessories.



Midmark is a single-source supplier of a full line of products including exam tables, casework, lighting, seating and more.

Our sterilizers are the most efficient and reliable sterilizers on the market. Select models contain a patented, automatic opening door, allowing fast drying time for instruments.

Partnered with most of today's top Electronic Medical Records (EMRs), we offer devices that are seamlessly integrated into their software, providing enhanced workflow opportunities for the physician.

Midmark Diagnostics Group has received numerous industry awards, including:

- Toward an Electronic Patient Record (TEPR) Conference Awards
- Frost and Sullivan Marketing Engineering Product Innovation Award
- Frost and Sullivan Competitive Strategy Leadership Award
- Microsoft's MS-HUG Industry Solution Award for Healthcare



Trusted.

Genuine.

Inspired.

Expert.

Our dedication to efficiency in the healthcare environment is truly embodied in our dental equipment line. Our full line of innovative products enable dental professionals to offer better services to their patients. We are creating the new standard in comfort, as well as design, in our dental chairs and stools. And, our instrument delivery systems are unsurpassed, offering the most in reliability and flexibility.

For the dental office, we also offer advanced, quality lighting, the leading chamber sterilizers on the market, and unique casework - designed and built to withstand the rigors of today's clinical environments without compromising aesthetics.

Our dental air compressors and evacuation systems offer exceptional performance, allowing us to partner with thousands of dentists. These products continually meet the challenges of an ever-changing dental industry, and will consistently be developed and built to the highest standard of value and reliability.

At Midmark, our focus is simple - we exist to serve healthcare providers who expect nothing but the best for their patients and practices. As we become a global leader in the medical, dental and veterinary markets, we will continue to provide products and solutions that exceed our customers' expectations. We will focus on being the number one source for healthcare needs in these markets. This is our commitment. This is our promise.



Midmark Steri-Centers build upon our modular casework design to deliver configurations that meet dental office requirements.



From dental operatories that are as beautiful as they are efficient, to equipment designed to meet the highest of clinical standards, Midmark offers solutions for dental, medical and veterinary practitioners who want the very best in quality and performance.

For over 45 years, our veterinary anesthesia machines have been the leading choice of veterinary professionals for inhalation anesthesia delivery.





Innovative solutions.

Inspired.

Expert.

Trusted.

Genuine.

## Innovative solutions.

Midmark works hard to provide innovative solutions and quality equipment that enable healthcare professionals to deliver efficient patient care. As we continue to grow and develop new ideas, our emphasis will remain the same... serving the needs of our customers.

In addition, we provide technical service and many training programs to a network of service providers and regional managers who support Midmark products in the field. We also maintain product collateral for all of our lines and support documentation for all service providers.

We have an experienced staff that coordinates projects for custom casework and actually creates the design layout for the customer. This staff works with distributors, end-users, sales representatives and architects from the beginning stage of construction through the final installation and beyond.

Our goal is to become a "solution provider" for our customers' office space, identifying and solving problems by knowing their needs, giving them what they want... and what they will want.



In order to satisfy our customers, we must have products available when they need them. At the same time, we must deliver the quality we are known for. To accomplish this, we will continue to incorporate the Midmark Production System (MPS) into our processes.

The Midmark Production System (MPS), based on the principles of the Toyota Production System (TPS), helps to improve cost, quality and lead-times for our products, while improving the capabilities of teammates and their work processes. We encourage active participation in improvement efforts and we see the benefits for our customers and our teammates. We believe key MPS principles will allow us to be more flexible, consistent and responsive in the delivery of products and services at a fair price.

As we move forward... we will sell, source and manufacture globally as we uncover other markets and opportunities.

To meet the needs of America's less-abled and increasing number of elderly patients, Midmark developed "high/low height" tables, known as Barrier-Free™ tables, allowing patients to transfer more independently.

We believe these tables will go a long way in creating better exam room experiences for the physician, staff and patient.



Customer-centric.

Genuine.

Inspired.

Expert.

Trusted.

## Customer-centric.

Respect. Honesty. And above all, integrity. These are the key principles of our teammates. Midmark Teammates feel passionate about their jobs and their workplace.

Serving the customer better than anyone else in our markets is how we want to define ourselves. Each teammate knows how his or her job impacts the customer. It goes beyond handling customer calls efficiently. It means addressing all customer needs, whether internal or external. It means being customer-centric by always fulfilling our commitments.

To strengthen relationships with our customers... we continue to support them by delivering valuable marketing promotions, collateral and trade show exhibits, which have earned various industry awards.

“Because we care.” is our culture, not our tagline.



Maintaining a corporate jet at the Darke County Airport in Versailles, allows us to conveniently fly our customers in for plant tours and product demonstrations.



Midmark provides exceptional service and sales support. Our sales reps have vans equipped with exam tables and other equipment that can be taken directly to the physician's office for product demonstrations.

At Midmark's Education Center, our products are displayed in an environment similar to a healthcare facility. And, hands-on training at this facility allows customers to see and utilize our products, while providing us with feedback and new product ideas.

Genuine.

Inspired.

Expert.

Trusted.

## Team-based environment.

At Midmark, there is always room for growth in knowledge, skill and responsibility. Teammates of Midmark will acquire more skills than those with which they came because we provide them with a learning environment and the opportunity to grow... to be better than they ever thought they could be. We support continuing education and learning as part of our culture.

Our work environment is professional and creative, as well as challenging and meaningful. It is one of energy and curiosity that is always open to new ideas.



At Midmark, we also believe in strong family values. We support our teammates and their families by sponsoring annual corporate family events and recreational activities, allowing teammates to choose their own personal benefit programs, and offering friendship and assistance in times of need. We believe in giving back to those who give to us.



**1915** - Incorporated as The Cummings Machine Company, producing concrete mixers, J.W. Eiting, the great grandfather of Anne Eiting Klamar M.D., was the first to secure a position on the Board of Directors.

**1921** - We changed our name to The Industrial Equipment Company; producing mining locomotives, foundry equipment, and custom metal fabrications.

**1967** - The company became IE Industries; and we acquired American Metal Furniture Company. We then added the production of medical equipment... something that would eventually change and grow our business significantly.



**1974** - We expanded again, building a hydrostatic trencher line for construction/ rental markets. These products were given the brand name Midmark.

**1978** - As we looked toward the future expansion of our business, we chose an even more appropriate company name - Midmark Corporation... showing strength, while referencing our midwest location.

**1982** - Our business continued to grow. We moved corporate offices and manufacturing to a new location in Versailles, Ohio. We then acquired the Tabbert line of stretchers from Whittaker Corporation.



**1986** - We purchased the Ritter line of medical equipment from Sybron. Ritter exam tables became the most well-known in the market. We then designed and developed casework and sterilizers for the medical and dental markets.

**1990** - Midmark sold its foundry equipment line and acquired Chick Medical Products from Kirschner, which included surgical tables and lighting for hospitals.

**1997** - We expanded our product offerings in the dental market with the purchase of Knight Manufacturing, Inc., adding dental operatories, stools and lights to our offerings.



**Reinventing Ourselves** for over 90 years



**1998** - Midmark purchased the French holding company, Arteme and its subsidiaries, Promotal and Beaumont. These facilities are located in Ernee, France.

**1999** - Midmark sold the hospital products line and made the decision to concentrate all manufacturing and sales efforts on the medical and dental office markets.

**2000** - In our quest to make integrated office solutions a reality for physicians, Midmark acquired Brentwood Medical Products (now Midmark Diagnostics Group) and focused our efforts on the development of digital diagnostic products.



**2001** - Midmark acquired Apollo Dental Products, manufacturer of air compressors and evacuation systems for the dental market. We incorporated these products into our existing dental line.

**2004** - We maintained our commitment to the dental market and took it one step further by acquiring the dental and veterinary divisions of Matrix, broadening our dental product line of air compressors and evacuation systems, and adding the veterinary sector.

**Current** - Midmark employs nearly 1,000 teammates at the Versailles, Ohio headquarters and its subsidiary locations, and looks forward to continued growth as we expand into new areas of healthcare.

expert  
inspired  
genuine  
**trusted**

*Midmark has a corporate culture like no other in the markets we serve. As we continue to grow with each year and throughout each generation, we will remain committed to our customers, our teammates, our community and to efficient patient care.*

**Because we care.**



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