

Dear friends and partners,

if you haven't heard much from Vlesia recently, this was for a very good reason: We were very busy reorganising Vlesia in order to make it more efficient and more competitive. As you can gather from the individual articles, this comprised changes in company and organisation structures as well as a complete product relaunch.

Now we are ready to start and would like to present to you as our longstanding business partner the results achieved – the practically new Vlesia – in detail. To this end we opted for a newsletter which we will use for an intensive exchange of information also in future and would accordingly like to send to you regularly.

An important part of this newsletter will be primarily our marketing service which can support your own marketing activities adequately.

It is however our very special concern to intensify personal contact because quite a few problems still can be solved best and most quickly this way. And we hope we have created a new basis for continued, successful cooperation with the updated Vlesia concept.

Yours sincerely,



Thilo Eckermann
Marketing & Sales
Manager der Vlesia AG



We supply specialist dealers around the world from a very beautiful place in Switzerland – Goldach in the Canton of St. Gallen.

Vlesia with new power

In spite of reduced economic growth and in the absence of impulses in the health market, we have worked on preparing Vlesia for the future challenges of an increasingly difficult market and strengthening Vlesia for competition over the past months.

To this end, Vlesia AG was already set up as a subsidiary of IVF HARTMANN AG in October 2000. But even if it thus belongs to the HARTMANN group, which operates internationally with almost 10,000 employees in over 30 countries, Vlesia has remained an independent company. With our corporate philosophy we bank above all on familiar and proven moral concepts. For especially in these times, we deem continuity in management to be an important basis for reliable business relationships.

We have also re-designed our service offering innovatively. This concerns the high-quality product range (see inside pages) as well as the comprehensive marketing service (see back page) which is completely geared to your individual interests. Thus we will be a competent partner with whom you can operate successfully on the market.

Customer-oriented & reliable

Admittedly, these are not only Swiss virtues, but they top our company's motivation list. This is guaranteed not least by Thilo Eckermann who heads the new team as marketing & sales manager.

Happily, he can also count on the assistance of other longstanding Vlesia experts. For instance on Fortuna Dörig (in centre of the photo): having worked for Vlesia for five years and up to now in purchasing, she is at your disposal from now on for all questions concerning order processing.

Stephan Thürlimann (on the left of the photo), also very experienced in the Vlesia profession after seven years with the company, is responsible for special tasks in marketing and sales.

Susanne Bärlocher (on the right of the photo) has worked for Vlesia for five years and will now take care of marketing and sales matters in the team as well.



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Functional & economical

The new generation of Vlesia incontinence products

The use of absorbent incontinence products such as briefs and pads are an acceptable solution to quite a few irksome problems for most incontinence patients. It enables mobile people to keep up their social life; in bedridden patients it primarily helps avoid secondary diseases.

Not every incontinence product is however equally well suited for care which meets nursing as well as hygienic standards. Several basic quality criteria must be fulfilled in order to ensure the functionality required of absorbent incontinence products.



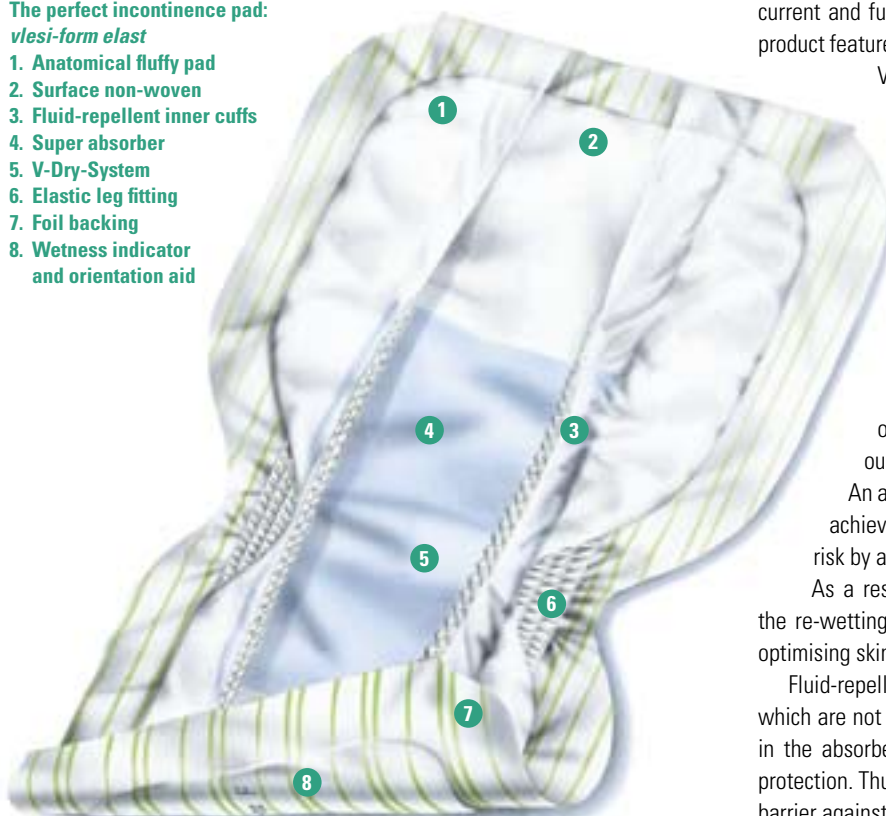
Lykra threads ensure highly elastic leg fitting.

The main requirements are the spontaneous capacity for fluids as well as absorbency. An absorbent incontinence product must be able to absorb the urine released in varying amounts as quickly as possible and to retain it in the absorbent pad so well that re-wetting is minimised and the skin remains dry. This provides two of the most important benefits for the affected patient: secure leak protection which saves him or her from embarrassing incidents, and reliable skin protection which helps avoid damage to the skin.

All other features such as an optimum fit or the use of special dry non-wovens serve to improve the two main benefits leak protection and skin protection, but naturally they also increase comfort during wear as well.

The perfect incontinence pad: vlesi-form elast

1. Anatomical fluffy pad
2. Surface non-woven
3. Fluid-repellent inner cuffs
4. Super absorber
5. V-Dry-System
6. Elastic leg fitting
7. Foil backing
8. Wetness indicator and orientation aid



Making the profitability of incontinence care a top priority

It is a known fact that the use of absorbent incontinence products is indispensable for many good reasons. Due to the continuing trend towards the ageing of the population, an ever increasing need for incontinence products is to be expected. It is however also a known fact that the costs for such care are a considerable burden on the financing of the individual health systems. Product concepts which lead to higher profitability but in no way neglect quality are therefore urgently required.

Complete product relaunch guarantees a competitive range

Under these premises we have redesigned and relaunched the Vlesia incontinence products. Thus a range is now available which exactly meets the current and future market requirements for quality, product features and pricing. Or in other words: With Vlesia products you are well prepared for competition which is primarily characterised by financial resources in ever shorter supply.

Modern raw materials and sophisticated technologies – bases of Vlesia quality

By using a two layer absorbent pad with curled fibre (CF) we initially achieved an improved distribution of fluid. This increased the spontaneous capacity for fluids at the same time. An approx. 40% faster „seep in time“ was achieved which in turn reduced the leakage risk by approx. 25%.

As a result of the faster absorption of fluid, the re-wetting values were noticeably better, thus optimising skin protection.

Fluid-repellent bands, so-called inner cuffs, which are not only gummed but are also integrated in the absorbent core, function as additional leak protection. Thus the cuffs are an extremely effective barrier against leaking fluid.

Vlesia pads and briefs are available in adequate absorption strengths for the various degrees of incontinence from slight to very severe. This guarantees selective, economical care.

Improved comfort during wear with Vlesia briefs

Vlesia briefs are more comfortable thanks to a transversely elastic foil backing. Because now they adapt themselves flexibly to the user's movements.

Especially advantageous: Vlesia products less voluminous

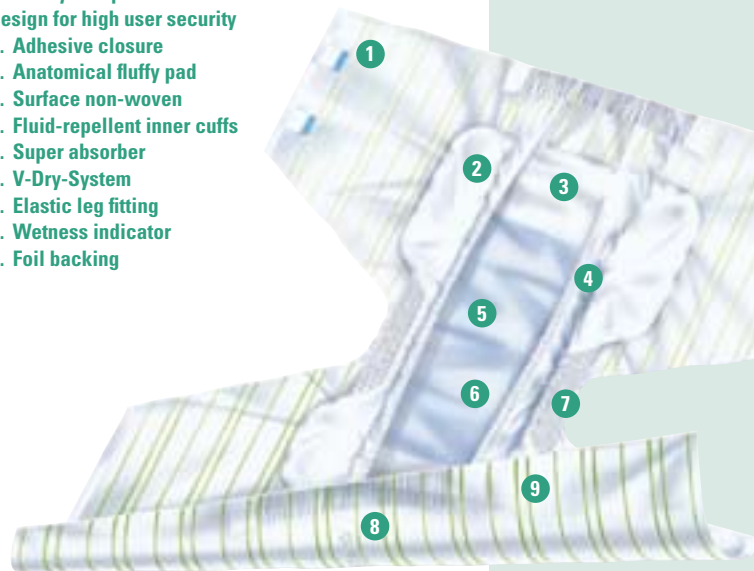
Despite the noticeable improvements with regard to leak protection and skin protection, we succeeded in designing less voluminous incontinence products. Both mobile users and bedridden patients will appreciate this advantage because they are less bulky and more discreet.

Costs are reduced by using less material, thus giving leeway in production for required economical pricing. And last but not least, the „disposal volumes“ are reduced ecologically and economically.



vlesi-slip – sophisticated design for high user security

1. Adhesive closure
2. Anatomical fluffy pad
3. Surface non-woven
4. Fluid-repellent inner cuffs
5. Super absorber
6. V-Dry-System
7. Elastic leg fitting
8. Wetness indicator
9. Foil backing



The wide Vlesia range – basis for more profitability

Incontinence shows itself in various degrees of severity – from loss of urine by drops to gushy urination. Therefore to be able to provide selective and economical care in individual cases, incontinence products with different absorption strengths are required. The Vlesia range contains everything needed: Briefs as well as pads are available for slight, moderate, severe and very severe degrees of incontinence.

To make product selection and use easier, each package of the individual absorption strengths is colour coded.

Test users' opinion about the new vlesi-slip

The product test was conducted by the independent testing institute Hy-Tec Hygiene-Technologie in Ratingen, Germany; approx. 300 nurses from institutional and ambulant care participated in the tests. A tried and tested incontinence brand brief was used as a comparative product. The results show that the product relaunch was worthwhile. We can offer you a product quality which absolutely meets the requirements of nursing as well as hygienically reliable care. Conversely this does not mean, however, that further improvements are no longer necessary. And generally it must be kept in mind that no manufacturer can rule out a certain failure rate due to incorrect use.

Here are some of the results in detail: The fit of the vlesi-slip was assessed as equally good in 80 % of the test persons and as better compared to the

brand brief in 10 %. Almost everyone had the same opinion about the dimensions of the absorbent core with regards to length and width, however 60 % assessed the „thickness“ as equally thick and 40 % as too thin. In this case it is certainly necessary to get used to the look of thinner products, because the further test results did not indicate any real restrictions due to the lower volume. 80 % describe the dimensional stability as equally good and 20 % as better. 60 % assess the absorption capacity as equally good, 10 % as better. 60 % found the dryness of the non-woven surface the same, 20 % found it drier. Reddening of the skin was not seen at all in 70 % and rarely seen in 30 % of the test persons. Pressure sores did not occur at all in 90 % and rarely in 10 % of the test persons. 80 % of the test persons would like to continue using the Vlesia brief.

Silky soft surface non-wovens – for a pleasant feeling on the skin.



Everything at a click.

The new Vlesia Marketing Information System

Vlesia AG not only stands for innovative products, but also for innovative service – exclusively for our partners all over the world. Therefore a tool is available from now on which we use to support our marketing activities effectively. With one mouse click, the Vlesia Marketing Information System provides all the information you require for your own print and online marketing campaigns, such as:

- Product and package illustrations – high-resolution for offset printing as well as previously optimised for online applications
- Vlesia logos in diverse variants
- Product texts in German and English
- Presentations for your training courses

The system is continuously updated so it pays off to look in every now and again. We will also keep you informed regularly in the next issues of this newsletter.

Fast and easy via Internet

Access to the Vlesia Marketing Information System is very simple. All you need is Internet access and a web browser (Internet Explorer 5.5 or higher on PC or Netscape Navigator 6.0 or higher on Macintosh and PC). At the address www.vlesia.info you will find a convenient interface to access all data.

To find certain data, click on „Search“ after login and then enter the desired search item. You can have detailed information on all elements (such as the size of the image data) displayed from the search result list so you will always know what is concerned. Once you have found what you were looking for, you can download the data directly to your PC in different quality levels or order a CD-ROM from Vlesia in case you only have a narrow-band Internet connection.

Your personal login
für www.vlesia.info
User name: maier
Password: hans

