

TRIOLAB



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Dear Reader,

This magazine has been produced to give you an insight into who we are and what Triolab Denmark has to offer its business partners.

Triolab sells in vitro diagnostic equipment to the health care sector in Denmark, Greenland, the Faroe Islands and Iceland, i.e. reagents, instruments and related consumables, and we hold a strong position in the IVD market. Our vision is to be a leading supplier in this particular field and in this magazine we will try to let you in on what we do to achieve this.

We hope you will get inspired. Triolab Denmark is always on the look out for new, interesting business opportunities and business partners. If your products and thoughts match ours, it may be a good idea for us to meet and discuss the possibilities of future collaboration.

Best regards,

Finn Ulbæk Andersen
Managing director





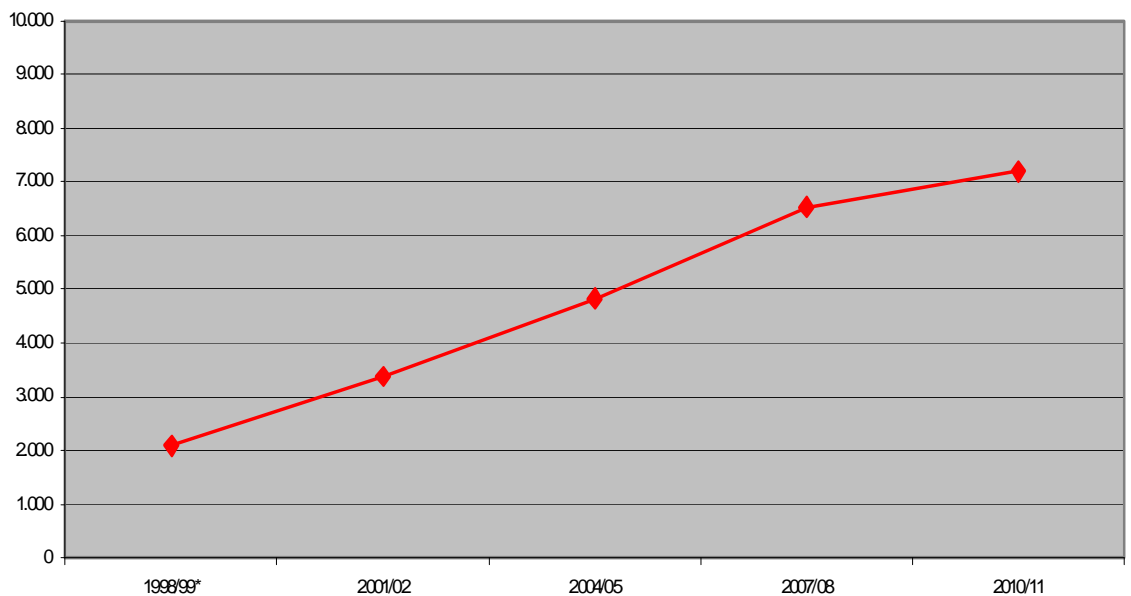
Our vision is to be a leading supplier in the IVD market.

This can only be achieved if we have the right products to offer. Therefore, we always keep a close eye on market tendencies to be able to develop our range of products accordingly.

However, having the right products is not enough. We must also be sure to deliver the right amount of quality each time, and we must be continuously focused on ensuring good relations to our customers.

Consequently, it is essential for us to have the right Triolab team with the right qualifications and the right Triolab spirit, and it is important to have the right business partners who represent the same high standard as we do.

Growth in sales 1998-2011 in Euro (1000)



Core values

A set of core values represents the Triolab spirit and helps us to stay homogenous.

Participation

Everyone in Triolab has the right to express their opinion, and to be listened to as well. We respect each other and believe that everyone can contribute with valuable input. This is motivating and creates interaction and synergy and that is how great ideas begin – and develop.

Reliability and integrity

We strongly believe that obligations must be fulfilled and promises kept. We must always strive to remain reliable and to keep our integrity – this must never be compromised. We know that if our customers lose their faith in us, we lose them.

Willingness to change

We are well aware that if we want to stay relevant in a market that changes we must change accordingly. We therefore keep a close eye on market tendencies, and in particular we keep an eye on the changing needs of our customers, and we try to develop our range of products and added services to the needs that arise.

Focus

For the common course not to be deviated it is important that we all know where we are going and that every one supports that direction.

The ability to focus on the company goals is also important in the sense that it improves efficiency. In many cases being able to focus on our goals makes decision making easier. If we can answer the question, "will this bring us closer to achieving the company goals, or will it bring us further away from achieving the company goals", then we will know what to do.

Qualifications

In Triolab we are dedicated to giving our customers the most qualified advice on applications, the most qualified technical service, and in general the most qualified response to their inquiries.

An internal guideline is as follows: *if you don't know how to solve a problem, then you should be wise enough to ask someone who does.*

Our product managers, product specialists and service engineers all hold a relevant education and together they represent decades of experience. In order for them to keep their knowledge and qualifications up-to-date, they regularly attend training courses at our suppliers' premises, and in general they all work in close cooperation with our suppliers.

Customer orientation

Our core activity is to provide IVD equipment to the health care sector in Denmark*, primarily to hospital laboratories and general practitioners, but also to the pharmaceutical industries and special university labs.

The relations we have to our customers are generally of close, personal, stable and long term character. Therefore customer orientation is a key word to us. In practice, this means that in everything we do, we are focused on how it will affect the customers.

We meet our customers with an open mind and with respect both for their wishes and for their claims, and we take pride in finding the perfect solution for each customer.

After sales service is essential for us to be able to maintain good Triolab-customers relations, and after sales service is therefore highly prioritised in Triolab.

* Country facts

Population	5,4 million
General Practices with laboratories	400
University Hospitals	7
Central Hospitals	18
District County Hospitals	25
Private Hospitals	6
7 Hospitals	> 800 beds
6 Hospitals	500 – 799 beds
12 Hospitals	100 – 499 beds
31 Hospitals	<100 beds

In 2007 the responsibility for the Hospital Healthcare in Denmark was assigned to 5 new Regions.

The impact of this is a centralization and closing down of smaller Hospital Units.

Products

Our product range include instruments, reagents and related consumables, and we are competent within the fields of haematology, clinical chemistry, serology, immunology, coagulation, automation, ELISA, cancer test, drug test, sweat test, microbiology, molecular biology, etc.

A high and consistent level of product quality is of great concern to us and we urge our suppliers to comply with all existing norms and standards.

We are constantly checking out the market tendencies to find out how to supplement our existing product range with new promising quality products. It is necessary that our product range continues to be of relevance and interest to our customers.

In addition, and most importantly, we listen carefully to the needs our customers express. That makes us able to find the solution that fits each customer the best, and it makes it possible to customize solutions whenever needed.

Examples of our products



**Immucor, Galileo NEO
Blood Bank Instrument**



**Nova Biomedical, Nova8
Clinical Chemistry Analyzer**

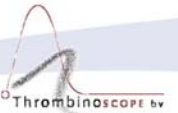
Haemostasis - it's in our blood!



STA-R Evolution® Expert Series
The limo in coagulation testing



Biocytex
Kits for flow cytometry



Thrombinoscope
Thrombin Generation



INRatio2®
Home monitoring of INR



Rotem®
Thromboelastometri



Start 4®
Clottest - lab quality,
easy and simple



STA-Satellite®
Smaller, full automatic
coagulation instrument



STA-Compact®
The well-known and
reliable coagulation analyser



Multiplate®
Comprehensive
platelet diagnostics



**Horiba Medical, Pentra 120 DX
Haematology Analyzer**



**Quotient Diagnostics, Quo Test
POC HbA1c Analyzer**



**Horiba Medical, ABX Pentra 400
Clinical Chemistry Benchtop Analyzer**



**Beckman Coulter, Hemocult SENA
Fecal Occult Blood Test**



**Horiba Medical, ABX Micros CRP 200
Haematology Analyzer**



**StatSpin Express
Primary Tube Centrifuge**



**Wescor, Nanoduct
Neonatal Sweat Analysis System**

Suppliers

We do not work with just "anyone".

It goes without saying that the suppliers we choose must comply with all existing legislation, including the European IVD Directive and the implementation of this into Danish law.

The partners we choose all provide high quality products and today we are proud to say that we represent many of the most successful European and American IVD manufacturers.

ABACUS Diagnostica

Instrument and reagents for Microbiology



Instrument and reagents for Microbiology



Fecal occult blood tests



Kits for flow cytometry



Aggregometers and reagents for platelet function testing



Controls and calibrators



POC instruments for INR testing

Hitachi Chemical

Instrument for Clinical Chemistry



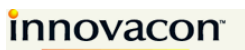
Instruments and reagents for haematology and clinical chemistry



Instruments and reagents for blood typing



Diagnostic tests in various fields, special focus on molecular diagnostics and multiparameter testing



Diagnostic quick tests in various fields

LINEAR

Instrument and reagents for the detection of blood in feces



Instrument and reagents for platelet diagnostics



Instruments and reagents for Molecular Biology



Instruments and reagents for clinical chemistry



POC instrument and reagents for HbA1c testing



Instruments and reagents for haemostasis analyses



Reagents for veterinary diagnostics



Instruments and reagents for coagulation testing



Centrifuges



Reagents and software for coagulation testing



Instruments and reagents for sweat testing as well as stainers.



Hemosure® iFOB Test

Added value

When customers buy new instruments from us, we want them to achieve maximum outcome of their investment. Therefore, all instruments are sold with a package of additional benefits.

Training

For the customers to get the most out of their investment, users of the instrument are offered training sessions where they learn to operate the instrument and become familiar with all its features. The instructions are given by our product managers, product specialists and/or service engineers.

Status meetings and regular contact

With status meetings customer / Triolab once or twice a year and, in general, a regular contact, we do our best to make sure that the instrument continues to function properly and that it is used optimally to meet the customer's requirements.

User meetings

From time to time Triolab arranges user meetings where users from different locations have the chance to discuss instrument specific issues with each other, and where they are pampered with interesting and highly professional presentations. Sometimes we arrange the meetings together with our suppliers and the meetings then take place in the respective country of the supplier. On occasions, we also arrange large meetings in cooperation with our Nordic sister companies, inviting users from all the Nordic countries.

Regular supplies

Customers can make an agreement with us to send them a predefined amount of new reagents and consumables 4 times a year. In that way the customer does not have the administrative burden of ordering new products regularly.

Attention, flexibility and customized solutions

Whenever needed we adapt our products and solutions to the needs of a single customer or to market demands in general. To illustrate this, we can mention how we can now offer to arrange the setup of our Micros CRP200 instrument manufactured by Horiba Medical so that results can be automatically transmitted to the internal IT system at the health centre. This is a huge advantage to the staff, and no one else has so far met this demand.

Medium sized, but with the advantages of being part of a large group

Triolab is a medium sized company, and not being too big allows us to have, maintain and signal a corporate personality. It also allows for large flexibility — it's relatively easy for us to adapt to changing circumstances.

Yet, compared to other companies in the IVD line of business we are actually quite big, and even continuously expanding, and there should be no doubt that we have the capacity to represent the manufacturers of interest to us. In addition, we benefit from being part of the large Addtech group and from cooperating with our three Nordic sister companies.

ADDTECH

Addtech – value adding tech provider

Triolab is part of the Addtech group, belonging to the Life Science business area. This is beneficial to us because the constant focus on economic key figures, with requirements, comparisons and evaluations, helps us to stay economically healthy. In addition, knowledge sharing between companies within the same business area helps us to stay updated on important issues.

Three sister companies

In particular we cooperate with our three Nordic sister companies, Triolab Sweden, Triolab Finland and Bergman Diagnostika in Norway. We share the same clientele in our respective countries, and we represent many of the same suppliers. Consequently facing many of the same challenges, we support each other in many ways. Our common Nordic organisation holds a strong position in the Nordic market.



Denmark



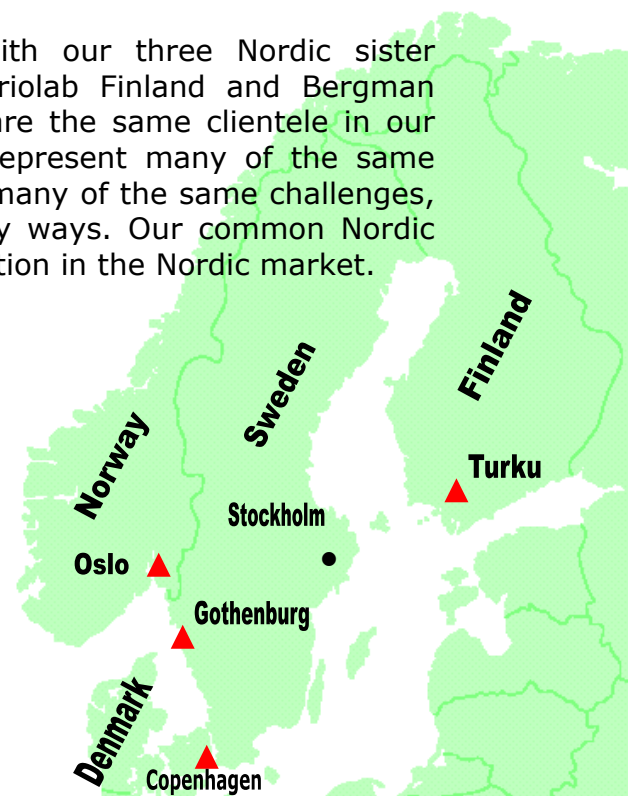
Finland



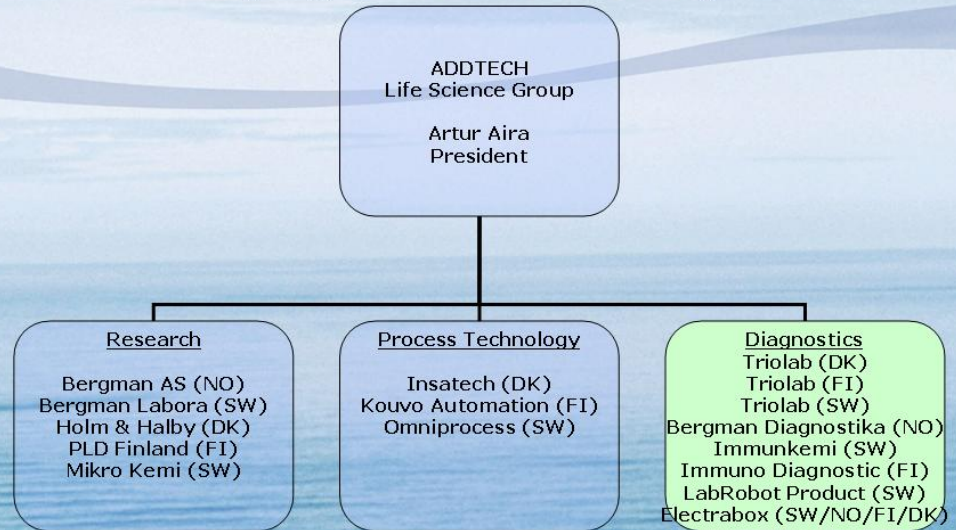
Norway



Sweden



Addtech Life Science (organization chart)



TRIOLAB Denmark (organization chart)

