



SO EASY

SO FAST

SO CLEAN

SONICLEAN

Soniclean Goes DIGITAL

Our long awaited digital range of bench top ultrasonic cleaners has arrived!

We are excited to announce that the digital range of bench tops will be launched on 13th -15th May, 2008 at the Hospi Medica exhibition, which is to be held at the Darling Harbour Convention Centre in Sydney.

To share the excitement, at the launch Soniclean will be offering special 'once only' show prices for the entire range of digital benchtop machines.

Soniclean has conducted customer research that included customer surveys, obtaining feedback etc which has aided us in developing the digital bench top ultrasonic cleaners to not only to go digital but to also include many more features, such as:

- Digital Display of all Functions
- Variable Timer for Cleaning Duration
- Temperature Control and Display
- Memory Reset Key
- More or Less Key for Degas, Cleaning Time, Temperature and Power Level
- Alarm Functions, Power Overload, Water Temperature, Thermal Shock and many other Inbuilt Protection Features



The new digital machines underwent a complete and thorough design review that has culminated in a High Quality Top Performance Machine that meets our Customer Needs and Requirements.

Many of these new features will also be available in our other cleaning equipment including the Ultrasonic Irrigators and Ultrasonic Washers.

The complete range of Soniclean Bench Top Ultrasonic Cleaners, from the small 1.6ltr up to the large 80ltr, is available in Digital.

Feature story:

➤ Soniclean Goes Digital

Inside this issue:

- Asian Travel Desk
- Soniclean in France
- Medica 2007
- Staff Profile – Clive Paling
- ADX 2008 Dental Exhibition
- Western Australian SRACA Conference
- UK Hospital market

Dates to remember:

- 8-10 April 08 - Sterilisation Congress, Nantes, France
- 9-10 May 08 - SA SRACA, Glenelg, South Australia
- 13-15 May 08 - Hospi Medica, Sydney, New South Wales
- 21-24 May 08 - ACORN Conference, Gold Coast, Queensland
- 11-13 Sept - SRACA Clean & Green Conference, Queensland
- 17-19 Sept 08 – Hospi Medica, Singapore
- 19-20 Sept 08 - SAPNA Conference, Adelaide, South Australia
- 8-10 Oct 08 - Australian Infection Control Association Conference, Melbourne, Vic
- 19-22 Nov 08 – MEDICA, Dusseldorf, Germany
- 25 Nov 08 - SRACA AGM, Tasmania
- 1-2 May 09 National SRACA Conference, Adelaide, South Australia

Asian Travel Desk

Starting in Thailand in September 2007, Soniclean's MD, Julian Smith and Soniclean's Sales and Export Manager, Aaron Ng attended the Hospi Medica exhibition held in Bangkok.



Aaron & Julian with staff from TWG

Technical Win Group (TWG), Soniclean's Thai Distributor had a stand at the exhibition and promoted the Soniclean range of products. Everyone was kept very busy on the stand with delegates showing a high level of interest in the Soniclean ultrasonic cleaning machines.

Following Thailand, Julian took off for his European trip whilst Aaron continued his Asian tour and the next port of call was North and South



Aaron & Julian with Mr. Chalio & his Wife from TWG

Vietnam. In Hanoi Aaron met with Ho Ha Thang from SAMED Co. and discussed the successful tender for multiple bench top units won in late 2006.

Followed by a visit to see Dinh Quang Khai from Thien Truong Corporation and discussed about the recent orders and the future products coming from Soniclean. Most of the discussions were done in the traditional Asian way over lunch and dinner.

Continued on page 2

Asian Travel Desk continued from page 1...

On the next day Aaron had a dinner with staff from Haily Scientech. The beer is very popular at Hanoi City and almost everyone drinks beer after office hours. Haily Scientific advised Aaron of their impending order for our larger benchtop model 3000HT.

Following the three visits in the North it was time to fly south, where Aaron visited Loriot Industrial Co. in Ho Chi Min City who has ordered many machines from Soniclean including the larger Ultrasonic Washer. The Director Ho Ha Tuan of Loriot Industrial Co. has employed 10 people at Ho Chi Min City, which includes sales and marketing people to handle our products for the hospital and 5 people at Hanoi city. Their main market focus is hospital followed by dental, electronic & industrial. They are also an authorised service agent for Panasonic Factory Solutions from Singapore. Aaron briefed Tuan about our company's business, market positioning and distributors in Australia and overseas.

After Vietnam Aaron visited the Philippines to meet with JEM Quantum who were exhibiting Soniclean's range of products at the Philtronics International Exhibition. The Philtronics 2007 (14th Philippine International Electronics and Semiconductor, SMT and PCB Manufacturing Technology, Supplies & Services Exhibition) is one of the trade exhibitions in Manufacturing Technology World 2007 (MTW) at the World Trade Centre Metro Manila.

MTW also incorporates the following exhibitions:

- Enviro-Tech - 7th International Total Environmental Management Technology, Air, Energy, Water & Waste Water Control System, Equipment and Services Exhibition
- Hardware Philippines - Tools, Welding Equipment & Factory Automation Technology, Products & Services Exhibition
- Metal Philippines - 11th International Precision Engineering, Metalworking, Industrial, Equipment, Hardware products and Allied Industry Machinery, Technology & Services Exhibition
- Plastics & Packaging Philippines 11th International Plastics & Rubber, Packaging & Food Processing Machinery, Technology, Materials, Accessories & Services Exhibition
- Print & Label - 4th International Printing & Label Machinery, Paper & Paper Products, Graphic Communications, Digital Imaging Equipment, Pre-Press Solutions, Accessories & Services Exhibition
- Woodmach - 13th International Wood, Woodmaking & Furniture-Making



Aaron & Ho Ha Thang of SAMED Co.



Aaron & staff from Haily Scientific & their Singapore Associate (After Office Hours!)



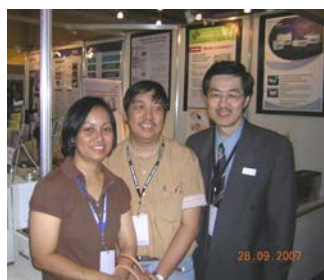
Aaron & Le Nguyen Anh Tuan (right) and Nguyen Le Quoc Huy (left)



Philtronics Exhibition - JEM Quantum stand



Aaron & Edryan Lopez of JEM Quantum



Aaron & visitors from ASTEC Power

Machinery & Technology, Furnishings and Furniture Accessories Exhibition JEM Quantum also displayed other products from Surftec (www.surftec.com.sg) from Singapore and Radiant Instruments from Penang (www.radiantInstruments.com)

The response to our products was excellent and there were many potential sales for JEM Quantum. Some enquiries were also from a biomedical engineering company and blind cleaning business. All enquiries were being registered by JEM Quantum. They also put on a "FREE ULTRASONIC CLEANING" sign. Many visitors including exhibitors came to clean their glasses, jewellery & watches.

Following the Philippines Aaron travelled to his home country Malaysia and in addition to some well earned rest and relaxation he spent some time at our Sonic Solutions office in Seremban briefing the staff about his trip and the potential for Soniclean products in the Asian market.

MEDICA 2007

The Business Development Director from Soniclean, Susan Lee, attended MEDICA in Dusseldorf, Germany and participated in the AUSTRADE activities as a visitor on the Australian stand.

Prior to arrival, Susan set up a number of meetings with both current and prospective distributors.

Susan met up with Ronnie Bramble from Peacocks Medical UK, following up Julian Smith's visit to Peacocks Medical in Newcastle upon Tyne in the UK the previous month.

This gave Susan and Ronnie the chance to discuss strategies for the UK market for the Soniclean range of products.

Soniclean has attended and exhibited at MEDICA for the past four years and it is certainly the place to be for seeing and exhibiting your latest products.

Susan took with her our advanced pre production model of the Digital Ultrasonic Bench Top Machine to be officially launched at Hospi Medica in Sydney in May and the Ultrasonic Performance Meter (UPM) which has sold extremely well in Australia.



The Ultrasonic Performance Meter (UPM) used for measuring the Ultrasonic Performance of an Ultrasonic Bath more accurate and cleaner than using aluminium foil.

Western Australia SRACA Conference 2008

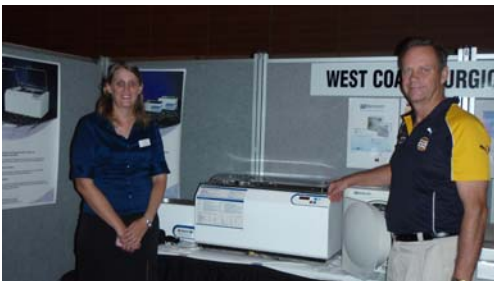
Soniclean has just returned from an extremely successful exhibition at the Western Australia SRACA conference held on 16th February at the Esplanade Hotel in Fremantle, WA.

Susan Lee Soniclean's business development director attended this exhibition supporting our newly appointed West Australian Distributor West Coast Surgical and Medical Supplies who had a double booth at the conference.

Established in 1995, West Coast Surgical and Medical Supplies have experienced rapid growth. Started by Craig and Mary Inglis, the company has grown from humble beginnings to one of the largest medical distributors in Western Australia. The company sells over 20,000 lines and stocks over 7,000 lines from their own warehouse in Canning Vale, Western Australia.

On display was our well renowned Ultrasonic Irrigator and ever popular Ultrasonic Bench Top machines, we also introduced our new Ultrasonic Performance Meter to the W.A. health market. The show started bright and early on the Saturday morning and there were already many people looking at the irrigator machine prior to the start of the conference.

Susan spoke for a solid one hour to quite a few people on the irrigator and provided names to Lisa Inglis from West Coast Surgical and Medical Supplies to follow up after the conference.



Lisa and Craig Inglis from West Coast Surgical and Medical Supplies

The actual conference started around 9am which gave Susan some time to collect her thoughts and set up the ultrasonic bench top machine to demonstrate its capabilities on people's glasses and jewellery. It also gave her the chance to demonstrate the UPM and to compare it with the aluminium foil test.

Craig Inglis the MD of West Coast Surgical and Lisa Inglis were present on the booth and the majority of the enquiries were on our UPM and Ultrasonic Machines.

Craig said he is committed to our products 100% and said he would send Lisa to Soniclean for training so that she is fully conversant with our product range and how they perform. Susan had some glowing references from the staff at some of the West Australian hospitals that were using our machines.

We are sure that West Coast Surgical will build on this type of reference and make many more sales in Western Australia.

Soniclean in France

Following the successful trip to France and UK Soniclean, with the help from Christelle Damiens from Exportia, has established a foothold in the French Hospital Market.

Soniclean has engaged two distributors in France for this market, one in the South and one in the North.

Looking after the Southern regions is a company called Alphacoméd who are well established in supplying operating, sterilisation and instrumentation equipment to hospitals in France.

Alphacoméd are located close to Marseille in the Southern Province of La Ciotat, a coastal province with beautiful 17th century architecture and boasts the oldest working Picture Theatre in the world the Eden Theatre built in 1889.

Alphacoméd contact: alessandro.schintu@alphacomed.com

Tel: +33 (0) 4.42.73.10.89

Fax: +33 (0) 4.42.73.10.03

In the North Soniclean has appointed Normandie Medical Service who also services the hospital market in sterilization equipment.

Normandie Medical Service is located in Demouville, Basse Normandie in the North not far from the Normandy coastline.

Demouville is close to Le Havre where at the port you can catch a ferry across the English Channel to Portsmouth.

Normandie Medical contact: Mr. Bautmans

normandie.medical@wanadoo.fr

Tel: +33 (0) 2 31 35 32 10

Fax: +33 (0) 2 31 35 32 11

Both Normandie Medical Service and Alphacoméd have excellent after sales support capabilities and are able to install and maintain the Soniclean Ultrasonic Cleaning systems.

In addition to engaging two distributors Soniclean has arranged to supply its Ultrasonic Irrigator

machine to the CHRU Hospital Roger Salengro, Lille in the North of France. The Hospital Salengro is one of the largest Hospitals in France.

Dr. Christine Denis who is the Pharmacienne Responsable Secteur Stérilisation has agreed to trial the machine and to prepare a paper on her findings as to the performance and operation of the machine.



Hopital Roger Salengro – Lille, France

Julian Smith MD from Soniclean along with Christelle Damiens from Exportia visited the Hospital in September 2007 to set up this arrangement. Dr. Denis is a much respected person in this field in France and her report will be well received in the Hospital Cleaning and Sterilisation Community.

The Soniclean Corporate Product Brochure can be viewed in French at:

http://www.soniclean.com.au/brochures/soniclean_product_brochure-6p-fr.pdf



Julian Smith demonstrating the Soniclean UPM to Dr. Christine Denis CHRU Lille

Staff Profile - Clive Paling

It is tradition that in each issue of SonicNews we profile one of our fantastic members of staff, in this issue we are profiling Clive Paling who has been with Soniclean for 16 years.

Clive hails from the "old dart" (England) and in 1987 emigrated to start a new life in Australia. Clive is married to Marta and they have two children Natasha and Adam.

Clive is one of the longest serving members of staff having joined Soniclean in 1992, which was also the same year as Soniclean's date of incorporation. Over the many years since then, Clive has been an active participant in the product development and growth of the company.

Clive is one of those people that every company needs as he can turn his hand to the many and varied jobs that frequently come along. If it's something out of the ordinary then we give it to Clive.

He is involved with all the Soniclean 'Customised Systems' including the range of Ultrasonic Washer Lifter machines, Stencil machines, Golf Club cleaning machines and all other special purpose machines. In addition to these Clive also looks after the production of the Ultrasonic Vapour Degreaser machines for the Department of Defence RAAF.

As the resident expert on these machines Clive gets to travel interstate to Soniclean customers to both install and to provide preventative contract maintenance. Contract maintenance is becoming a growth area of its own as more and more customers are opting for the total package so it becomes a "set and forget" situation thereby taking all the worry out for the customer's cleaning operation. (We may need to clone Clive before long!) Needless to say Clive is one of those very important cogs that make the Soniclean wheel go around.

When Clive is not working his hobbies are reading up on Military History and Military Modelling.



ADX 2008 Dental Exhibition

This National Dental Exhibition was held over 3 days at Darling Harbour Sydney. Susan Lee attended to support Gunz Dental, our National Dental Distributor.

The Gunz stand was located in the equipment section. All Gunz staff from the various states were there for product training for a week prior to the exhibition. There were about 30 of them in total. From South Australia there was Garth and their National Internal Sales Support who service the whole country. All sales staff from each state was very positive about Soniclean products and services.



Paul McGee - Gunz Dental National Sales Manger, Susan Lee, Soniclean, Garth, Gunz SA and a Customer

They were shown the UPM and how it operates and all thought it was a good idea to have one to demonstrate to customers.

There was a lot of positive feedback from customers who visited the stand. Those who came to see us say they like our compact footprint, quiet sound and easy to maintain style.

They now also realise that it only takes less than 5 minutes to clean with a Soniclean machine compared to 15 minutes or more with other supplier's machines.

UK Hospital Market

Soniclean has engaged Peacocks Medical Group Limited in Newcastle upon Tyne the Northeast of England to represent us in the UK Hospital Market.

Following an extensive review of the UK market place by Soniclean's consultants BR Market Access we have selected Peacocks to be our distributor for Hospital products in the UK.

The Peacocks Medical Group is a long established supplier of equipment to the Healthcare industry in the UK founded in 1903 making surgical instruments, spectacles and cutlery is now a major supplier to the National Health Service in the UK for a wide range of healthcare products.

They have a large manufacturing facility making a wide range of equipment including Prosthetics, Posturecare and Orthotic devices and other equipment.

One division of Peacocks Medical concentrate on supplying Washers and Sterilising equipment and this group will be selling the Soniclean Ultrasonic Cleaning Equipment.

Contact details: Ronnie Bramwell
ronnie@peacocks.net

Tel: +44 (0) 191 276 9618

Fax: +44 (0) 191 276 9696



Ronnie Bramwell & Alisha Briggs of Peacocks

Note: Soniclean won the 2006 Australia / British Chamber of Commerce Award for being "The Most Successful High Technology Exporter"



TGA Registration
Class 1 Certification
ARTG # 104498



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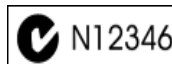
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