

## Health o meter® Professional Scales Bring Weighing Experience to Physicians



CEO Dan Maeir

There is something to be said about the expertise available from a company that has sold more than 15 million medical scales and has been in the business for nearly a century. Health o meter® Professional is the world's most recognized brand in medical weighing and a leader in scale sales. A commitment to being the best is a long standing tradition for the brand.

Health o meter® Professional scales are used throughout the Middle East—available through distributors in Bahrain, Iraq, Kuwait, Saudi Arabia and the United Arab Emirates.

Nicolo Anastasi, International Sales Manager, believes that doing business in a global marketplace is an exciting challenge. "It makes my job easier to offer a product that is the technology leader, is user-friendly and offers the best warranties in the business," stated Mr. Anastasi. "Health o meter® Professional products are sold exclusively through distributors and we are always on the lookout for quality business relationships to allow us to expand

in this region."

Successful growth in medical markets started with the Physician/Primary Care line of weighing instruments over 50 years ago. CEO Dan Maeir commented, "I would bet there is one of our scales in every medical facility in the United States. Our focus now is to continue to expand our products in the global marketplace." Growth areas outside North America and the Middle East include South America and Europe.

In response to a need for weighing devices that offer the latest in technology, durability and a good value in use, Health o meter® Professional scales include 11 products specifically designed for Physicians and the Primary Care market. These models include:

- 597KL (a popular heavy-duty eye-level digital scale that is EMR/EHR ready),
- 599KL (heavy duty waist high digital scale),
- 752KL (heavy duty digital floor scale),
- 402KL (well-known mechanical beam scale),
- 500KL (well-known eye level digital beam scale),



- 499KL (economical waist high digital beam scale),
- 498KL (economical digital floor scale),
- 349KLX (digital floor scale with serial connectivity),
- 553KL (digital pediatric scale),
- And 2101KL and 1100KL ProPlus® Series digital platform scales with "live" handrails for patient stability.

Each scale is manufactured to ISO13485:2003 standards of quality. Several of the digital scales have LB/KG conversion and lock-out, Body Mass Index (BMI) calculation, tare options, auto zero and auto off and are USB EMR/EHR ready. A continual focus on improving weighing instruments allows for innovation of the right products for customer's needs



around the world.

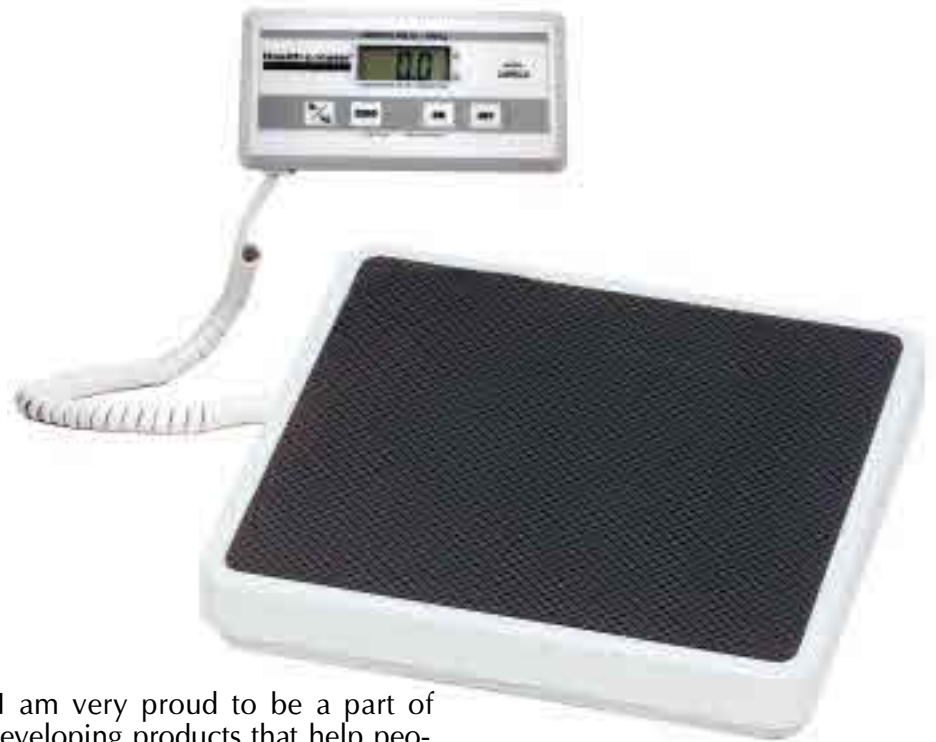
Accessories for the Primary Care line of scales include beam wheels for increased portability, counterweights for added capacity, attachable height rods and a wall-mount height rod. There are also carrying cases available for the digital pediatric scale and models 349KLX, 498KL and 752KL.

Being the best means having a passion for what you do. The success of any company can only be accomplished by its people, and the many dedicated Health o meter® Professional employees are excited to be a part of that success.

The CEO has been with the company for eight years now, moving up from CFO, and believes that continued growth despite tough economic times, speaks volumes. "We recently moved our world headquarters to a new 40,000-square foot facility outside Chicago and we will continue to invest in our business with new product development and operational efficiency."

The Engineering Department continually researches, builds and tests the latest in weighing technology, software and electronics. Scales featuring connectivity capabilities and patented digital load cell technology are just a few of the many innovations that keep Health o meter® Professional scales the best in the business.

The high precision required in many medical situations means that accuracy and reliability are critical. "We are always looking for new ways to improve our technology to enhance weighing instruments. Biomedical engineering and energy efficiency are key initiatives in future product development," said Steve Niemczak, Engineering Director.



"I am very proud to be a part of developing products that help people."

The core values of the company include excellent customer service and are tied closely to the company's mission, "We will do everything possible to make it easy for our customers to do business with us." Janet Chambers, Customer Service Manager, said, "We know our business. I've been leading this team for many years and know what our customers want and what it takes to make our customers happy. Product knowledge is key to providing helpful customer care, and our customer service team undergoes extensive training on all our scales so we know the latest details."

CEO Maeir summed it up by saying, "The future of medical weighing instruments is only limited by our imagination. We are investing in the best and brightest minds in the industry to assure our products continue to meet and exceed our customer's expectations."

