

New Marina Launch

December 2020



Introduction

Original Marina Series being replaced with 2 models



Basic (non adjustable back)

Deluxe (Adjustable back)

18 Months in the Making

- Background and Why
- Specifics on the Basic versus Deluxe
- Product Launch Timing
- Marketing and Sales Material
- Ordering Details
- Next Steps

Background and Why

- Current Marina has been in use 10 years
- New style is combination of 3 models Lopital has produced globally
- Streamlines manufacturing and import with selectable length, so 12 SKUS reduced to 4
- Added the adjustable backrest to compete with Arjo Carevo
- New design is straight up and down, eliminates the offset or “frogging” during height adjustment for tight areas.
- Increase from 400lb to 500 lb capacity

Lopital continues pattern of innovation

OTHER MODELS REPLACED



Luxal



Mystral

ProCare Medical
healthcare solutions²

Unique Features



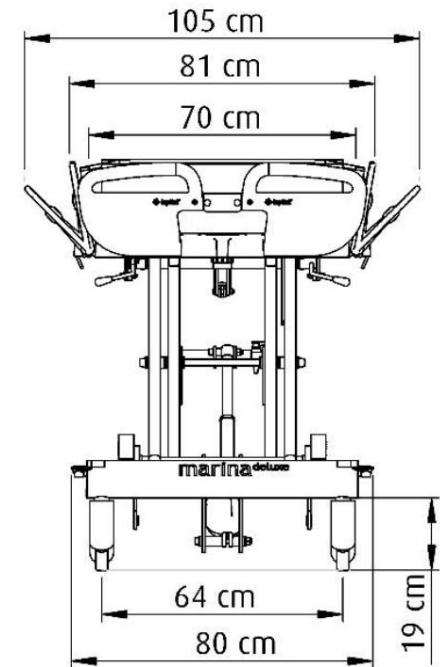
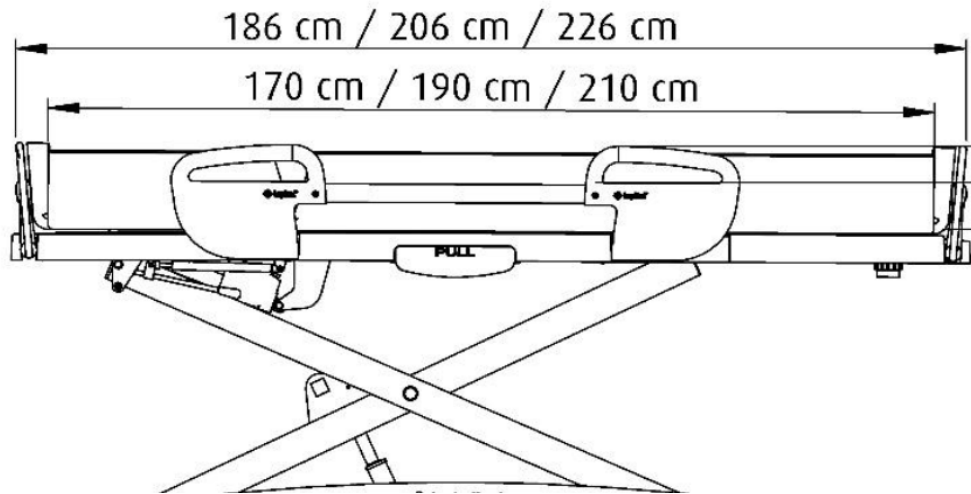
- 1) The length of telescoping metal platform is selectable at factory or warehouse for USA
 - 73", 81, or 89" length
- 2) Then mattress liner of matching length is added.
- 3) The side rails lock open in a mid position, creating a 36" wide interior dimension for showering
- 4) 500lb Capacity
- 5) Antimicrobial Materials

ProCare Medical

healthcare solutions²

Sizing Summary

Outside Lengths
73" 81" 89"



LENGTH and WIDTH



LENGTH

- Limit the word “Adjustable”
- Not for caregivers or regular change
- “Selectable” is better word
- Don’t reference at all, just pick length

WIDTH

- Great feature to have “half open” for extra width
- Is for Clinical and Caregiver Use
- Combines extra Width but still allows passage thru 36” door

Basic versus Deluxe

	Basic	Deluxe
Backrest	Flat 	25 degree 
Caster	Standard 	Semi Central Brake 
Hydraulic or electric	Yes	Yes
Length Selectable	Yes - 73, 81, 89"	Yes - 73, 81, 89"
Two position side rail	Yes	Yes
Tilting for drainage	Yes – 4 degrees	Yes – 4 degrees

Features

**Battery operated option;
backrest is power adjusted.
NEW *Battery is removeable to
wall charger**



Controlbox with emergency stop (Electric)

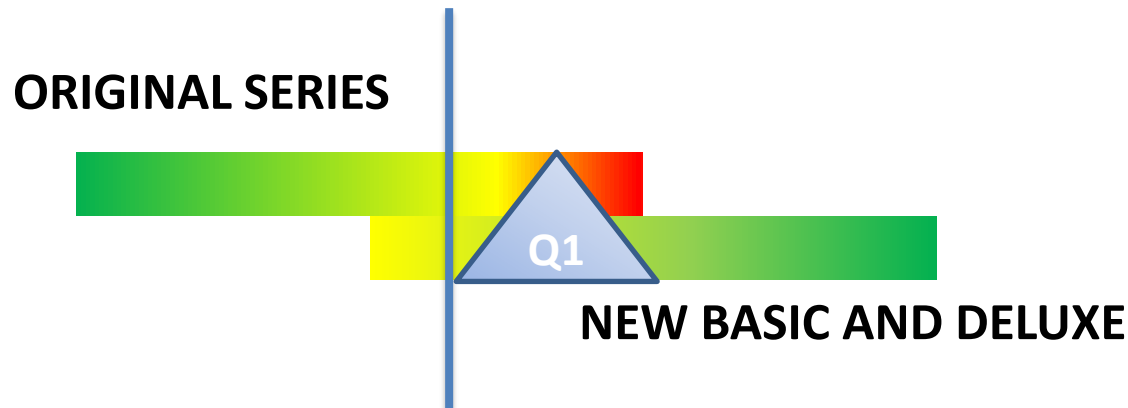


Manual control with battery indication



Product Launch

- Prototypes were here in Spring
- Final design has 3 major updates from the prototypes
- Production has started in Europe
- First units in USA mid February 2021
- Q1 will be transition period from original series to new
 - ✓ Currently 14 original series units in stock or inbound



Marketing and Sales

- ✓ Sales brochures done
- ✓ Videos completed
- ✓ On our website
- ✓ National Marketing Campaign first 6 months
- ✓ OK to market, talk to customers!

Market Pricing References –

BASIC is 3-5 percent over 2020 pricing for similar size of Original Series

DELUXE adds approx \$650 – 750 over Basic

Additional length adds \$75 to increase from 73” to 81”

Ordering and Next Steps

- We will use single SKU system for ordering the length unit desired.
- Provide any customer interest to Dwayne by end of December
- Virtual Demo potential with Lopital if needed
- Mid February arrival for planning with customers

What can Lopital Influence and Improve?



Shower Chairs

- Reduce plastic and designs that allow water to be trapped in tubing.
- Eliminate any mesh or porous materials that may be on current chairs.
- No foam seat or cushions
- Improve access for pericare leads to reduced UTI's



Hygiene and
UTI Reduction

Comfort and
Dignity

Positive
Outcomes

Safety and
Ergonomics

