

**Qx**

# Quality Customer Solutions

FOR THE HOME MEDICAL DEALER

## Marketing Kit

Create A Total Customer  
Experience and Gain Loyalty



# Welcome

Medline has created the **QX Quality Customer Service Solutions Program** to help home medical dealers introduce customer service staff to incontinence and the best ways to sell related products. This program will enable you to create a total customer service experience and gain customer loyalty.

## What's inside

The QX Program consists of three separate modules:

### **Module 1. Overview of Incontinence and Related Products**

Briefly describes the urinary system and explains the different types of incontinence and related products.

### **Module 2. The Customer Service Experience**

Reviews basic customer service principles and the best ways to listen and respond to customers. Also covers how to help the customer find the proper incontinence product.

### **Module 3. The Retail Experience**

Describes how the store environment and staff attitudes and appearance can enhance customer loyalty. Also includes marketing tips for attracting customers to your store.

### **Product Reference Sheets**

Also included in this folder is a sizing chart for disposable briefs and product information sheets describing each Medline incontinence product in detail. Please encourage your staff to familiarize themselves with these sheets and use them to help explain products to customers over the phone and in your store.



**Qx**

# Quality Customer Solutions

FOR THE HOME MEDICAL DEALER

## Module 1

Overview of Incontinence and  
Related Products



This Program is not intended to treat, diagnose or prescribe. The clinical protocols described in this Program are based on research and consultation with medical, clinical and legal authorities. This Program is not intended to be absolute or exhaustive and should not be used as a substitute for the advice of a physician. Although the information in the Program has been carefully reviewed for correctness, the authors and editors cannot accept any responsibility for any errors or omissions.

Copyright © 2011 Medline Industries, Inc. All rights reserved.  
Medline is a registered trademark of Medline Industries, Inc.

Medline Industries, Inc.  
One Medline Place  
Mundelein, Illinois 60060  
[www.medline.com](http://www.medline.com)

Printed in the United States of America.



Medline Industries, Inc.  
One Medline Place  
Mundelein, Illinois 60060

# Module 1

## Overview of Incontinence and Related Products

### Contents

What is Incontinence? .....	<b>4</b>
Types of Incontinence .....	<b>5</b>
What Causes Incontinence .....	<b>6</b>
Urinary System Anatomy .....	<b>6</b>
Strategies for Managing Incontinence .....	<b>7</b>
Choosing the Right Product .....	<b>8</b>
Using Fluid Output Levels to Select the Proper Product .....	<b>9</b>
Choosing the Right Size Briefs and Protective Underwear .....	<b>10</b>
Troubleshooting Guide .....	<b>11</b>
Test Your Knowledge .....	<b>12</b>



## What is Incontinence?

Incontinence is the loss of bladder or bowel control. Although it is a common and embarrassing problem, it is not a normal part of aging. Incontinence symptoms can be mild; such as an occasional, slight loss of urine. Or symptoms can be very severe with a complete loss of control of both bladder and bowel. Most people's symptoms fall somewhere in between.

# Types of Incontinence

**Stress incontinence** happens when pressure or stress is placed on the bladder from sneezing, laughing, coughing or heavy lifting. A small amount of urine leaks out during these activities.

**Urge incontinence** causes such a strong urge to urinate that the person cannot hold it long enough to get to the toilet. People with urge incontinence have to urinate frequently and often wake up during the night with the urge to urinate.

**Mixed incontinence** is a combination of stress and urge incontinence. Many older people, especially women, have this type of incontinence.

**Functional incontinence** is when individuals can hold their urge to urinate but cannot get to the toilet by themselves.

**Overflow incontinence** is a constant leakage of a small amount of urine because the bladder never empties completely.

**Transient incontinence** is a temporary form of incontinence that goes away once the cause is treated. Illness is a common cause of transient incontinence.

**Fecal incontinence** is the loss of control of bowel movements. It can range from an occasional leakage of a small amount of stool to complete loss of bowel control. Constipation and diarrhea can cause fecal incontinence.

*IMPORTANT: Be sure to advise customers to discuss their individualized continence care plan with their physician or other healthcare provider.*

## INCONTINENCE MYTHS

**All of these statements are FALSE:**

- Incontinence is a normal part of aging
- Nothing can be done for incontinence.
- The only continence management system is a brief – a LARGE one.

## DidYouKnow?

**25 million adult Americans experience transient or chronic urinary incontinence. <sup>1</sup>**

1. What is incontinence? National Association for Continence website. Available at: <http://www.nafc.org/bladder-bowel-health/what-is-incontinence>. Accessed August 17, 2011.

# What Causes Incontinence?

There are many causes of incontinence. Some of them include:

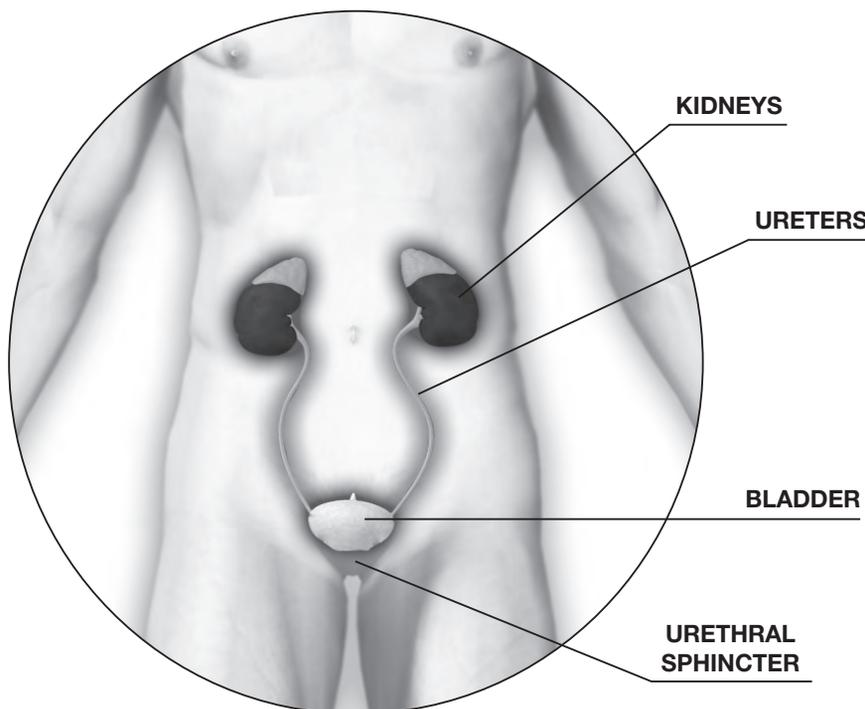
- Urinary tract infection
- Inflammation or anatomical abnormality in the urinary system
- Prostate infection or inflammation
- Stool impaction
- Side effects of medications
- Pregnancy
- Weight gain
- Short-term bedrest
- Mental confusion
- Certain medical conditions:
  - Alzheimer's disease
  - Bladder cancer
  - Cerebral palsy
  - Down Syndrome
  - Multiple sclerosis
  - Muscular dystrophy
  - Spina bifida
  - Stroke
  - Traumatic brain and spinal injuries

## Urinary System Anatomy

The organs that make up the urinary system are shown in the diagram below.

### Qualities of Normal Urine

- Pale yellow
- Clear
- Slight fleshy odor
- Produced in the kidneys
- Eliminated by the urethra
- Sterile
- pH = 5.5 – 6.0



### DidYouKnow?

**The total cost of urinary incontinence in the United States is over \$26 billion per year! <sup>2</sup>**

2. Chancellor MB. Mapping the future for incontinence treatment worldwide. Reviews in Urology. 1999; 1(3): 145-147. Available at: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1477522>. Accessed August 17, 2011.

# Strategies for Managing Incontinence

**Scheduled voiding** is a strategy used to help people who cannot get to the toilet on their own. An individualized schedule is developed for someone to take the person to the toilet at specific times, usually every two to three hours. This strategy can help decrease the number of incontinence episodes.

**Bladder retraining** can be used with individuals who are aware of the urge to go to the bathroom and have the ability and desire to control the urge. A schedule is developed for someone to take the person to the toilet at specific times. In between the scheduled toileting, the individual works on controlling the urge to void.

**Prompted voiding** can successfully help people with incontinence have fewer episodes of incontinence and increase their awareness of a full bladder. Again, an individualized schedule is developed, and the individual is prompted to go to the bathroom at specific times.

**Pelvic floor muscle exercises**, known as Kegels, can strengthen muscles to prevent urine from leaking out of the bladder. These exercises are very effective with stress and urge incontinence. Individuals who can understand and follow directions can do these exercises.

**Avoiding bladder irritants**, such as caffeine, alcohol and carbonated beverages may decrease the number of incontinence episodes.

**Some medications** can also affect bladder function. Advise customers to speak with their physician about how their medication might affect incontinence.

## DidYou**Know?**

**Incontinence is the second leading reason residents are placed in nursing homes.** <sup>3</sup>

3. National Association for Continence website. Available at: <http://www.nafc.org/index.php?page=facts-statistics>. Accessed August 17, 2011.

# Choosing the Right Product

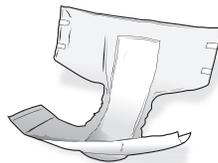
Each individual is different. Regardless of whether someone has light or heavy incontinence, he or she should have access to high quality products to manage their condition. Medline offers the following guidelines to help you help your customer select the right product.

## Disposable Incontinence Product Types

### Adult briefs

can be worn by people who:

- Are bedridden
- Are difficult to turn or position
- Can be aggressive or combative
- Have frequent, loose or watery stools



### Two-piece pant with liner

are appropriate for people who:

- Can walk
- Only need one person to assist them
- Can wear underwear or self-toilet



### Adult protective disposable underwear

can be used by those people who are:

- Incontinent but active
- Restless or disoriented



### Bladder control pads

can be used by those people who:

- Have light to moderate urinary incontinence
- Have the ability to change the pads themselves

(The pads have an adhesive strip to hold them in place in the underwear.)



### Belted undergarments

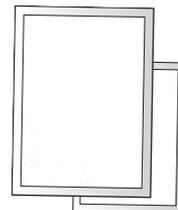
are held in place with an elastic belt and buttons. They are appropriate for people who:

- Have moderate incontinence



### Underpads

- Are used to protect the bed and furniture when an individual is incontinent
- Can be used alone or with incontinence garments



### DryPads

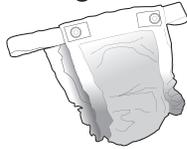
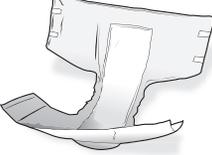
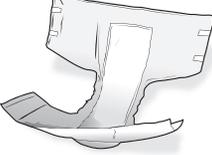
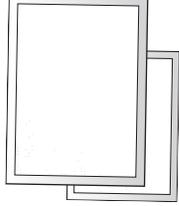
- Are used to protect a standard or air-support therapy mattress when an individual is incontinent
- Pull moisture away from the individual's skin after an episode of incontinence

## DidYouKnow?

**A normal adult produces 1500ml of urine daily. <sup>4</sup>**

4. Suhayda R & Walton JC. Preventing and managing dehydration. MedSurg Nursing. 2002. Available at: [http://findarticles.com/p/articles/mi\\_m0FSS/is\\_6\\_11/ai\\_n18614621/](http://findarticles.com/p/articles/mi_m0FSS/is_6_11/ai_n18614621/). Accessed August 31, 2011.

# Using Fluid Output Levels to Select the Proper Product

<p><b>Light</b> Slight volume of urine or occasional dribbling</p>	<p><b>Pads</b></p> 	<p><b>Liners</b></p> 	<p><b>Type of Incontinence</b></p> <ul style="list-style-type: none"> <li>• Stress</li> <li>• Mixed</li> <li>• Transient</li> </ul>	
<p><b>Moderate</b> More frequent volume of urine or constant dribbling</p>	<p><b>Liners</b></p> 	<p><b>Protective Underwear</b></p> 	<p><b>Protective Belted Undergarments</b></p> 	<p><b>Type of Incontinence</b></p> <ul style="list-style-type: none"> <li>• Stress</li> <li>• Urge</li> <li>• Mixed</li> <li>• Transient</li> </ul>
<p><b>Heavy</b> Constant volume of urine and/or fecal incontinence</p>	<p><b>Liners</b></p> 	<p><b>Adult Briefs</b></p> 	<p><b>Protective Underwear</b></p> 	<p><b>Type of Incontinence</b></p> <ul style="list-style-type: none"> <li>• Urge</li> <li>• Mixed</li> <li>• Transient</li> <li>• Overflow</li> <li>• Bowel</li> </ul>
<p><b>Heavy Plus to High Capacity/ Overnight</b> High volume of urine and/or fecal incontinence (heavy wetter)</p>	<p><b>Liners</b></p> 	<p><b>Adult Briefs</b></p> 	<p><b>Dry Pads</b></p> 	<p><b>Type of Incontinence</b></p> <ul style="list-style-type: none"> <li>• Transient</li> <li>• Overflow</li> <li>• Bowel</li> </ul>

## Incontinence Products Are Seldom Used Economically

- Caregivers often guess the wrong size for the individual
- Bigger does NOT mean more absorbent or easier to apply
- Too big = more leakage/ less dignity/ more frustration

### DidYouKnow?

The average adult bladder can hold 300-600 ml (1/3 – 2/3 L) of urine. <sup>5</sup>

5. Bladder Anatomy. Medscape website. Available at: <http://emedicine.medscape.com/article/1949017-overview>. Accessed August 30, 2011.

# Choosing the Right Size Briefs and Protective Underwear

Sizing is an art, not a science. It might take a little experimenting to find the best size. Medline recommends using height and weight to get approximate sizes. Refer also to the “Fit Right Guide” in the Reference Section.

	<b>Weight &amp; Height</b>	<b>Size of Brief</b>	<b>Color Coding</b>	<b>Waist and Hip</b>
<b>Females</b>	75-90 lbs.	Small	Blue	20"-32"
	90-115 lbs.	Medium	White	32"-42"
	115-130 lbs.	Regular	Purple	40"-50"
	130-175 lbs.	Large	Blue	48"-58"
	175-235 lbs.	X-Large	Beige	59"-66"
	Greater than 235 lbs.	XX-Large or mesh pants w/liner	Green	60"-69"
<b>Males</b>	120-150 lbs.	Medium	White	32"-42"
	150-200 lbs.	Regular	Purple	40"-50"
	200 lbs. & taller than 6'0"	Large	Blue	48"-58"
	200 lbs. & shorter than 6'0"	X-Large	Beige	59"-66"
	Greater than 250 lbs.	XX-Large	Green	60"-69"

*Note: Some situations may require measurement to ensure proper fit. Also, consider the individual's weight distribution.*

## DidYou**Know?**

**1 in 5 adults over age 40 are affected by overactive bladder or recurrent symptoms of urgency and frequency of urination. <sup>1</sup>**

# Troubleshooting Guide

<b>Problem</b>	<b>Interventions</b>
	<b>Check the following:</b>
<b>Leakage</b>	<ul style="list-style-type: none"> <li>Correct application of product</li> <li>Correct size of product</li> <li>Brief worn for more than 2 hours</li> <li>Excessive use of petroleum moisture barriers may clog product</li> <li>Make sure penis is pointed down</li> <li>Make sure poly of the leg gathers is facing out</li> <li>Evaluate absorbency; consider a more absorbent product</li> <li>Make sure leg cuffs are placed tightly in the creases between the perineal area and the thighs</li> <li>Make sure the core is in contact with the skin</li> <li>Center the product correctly in both directions</li> </ul>
<b>Blisters</b>	<ul style="list-style-type: none"> <li>Caused by plastic touching the skin</li> <li>Caused by incorrect product application</li> <li>Check for proper size of product</li> </ul>
<b>Skin irritation</b>	<ul style="list-style-type: none"> <li>Make sure leg cuffs are placed tightly in the creases between the perineal area and the thighs</li> <li>Peri-care needs to be performed with each incontinent episode</li> <li>Make sure plastic is not touching the skin</li> <li>Check that the brief size is correct</li> <li>Make sure poly of the leg gathers is facing out</li> <li>Make sure to use a protective barrier with each incontinent episode</li> </ul>

# Test Your Knowledge

Circle the correct answer.

**1. When you choose disposable incontinence products, what should you look for?**

- A. Provide comfort.
- B. Provide security.
- C. Protect the skin.
- D. Provide odor control.
- E. All of the above.

**2. Why is sizing so important when selecting a brief? (Circle all that apply)**

- A. An incorrectly sized brief can leak.
- B. A brief that's too large can expose more skin to irritation.
- C. Sizing isn't important when selecting a brief.
- D. More frequent changes may be required if the brief is too big.

**3. Identify the appropriate product for each of the following individuals:**

- A. Female, small amount of leakage when laughing:

\_\_\_\_\_

- B. Male, active, small to moderate amount of leakage:

\_\_\_\_\_

- C. Female, bowel and bladder incontinence, diarrhea, bedridden:

\_\_\_\_\_

**Qx**

# Quality Customer Solutions

FOR THE HOME MEDICAL DEALER

## Module 2

The Customer Service Experience



This Program is not intended to treat, diagnose or prescribe. The clinical protocols described in this Program are based on research and consultation with medical, clinical and legal authorities. This Program is not intended to be absolute or exhaustive and should not be used as a substitute for the advice of a physician. Although the information in the Program has been carefully reviewed for correctness, the authors and editors cannot accept any responsibility for any errors or omissions.

Copyright © 2011 Medline Industries, Inc. All rights reserved.  
Medline is a registered trademark of Medline Industries, Inc.

Medline Industries, Inc.  
One Medline Place  
Mundelein, Illinois 60060  
[www.medline.com](http://www.medline.com)

Printed in the United States of America.



Medline Industries, Inc.  
One Medline Place  
Mundelein, Illinois 60060

# Module 2

## The Customer Service Experience

### Contents

Good Customer Service	
- A Key to Retail Success .....	<b>4</b>
Special Considerations for incontinence Customers .....	<b>5</b>
Learn to be a Good Listener .....	<b>5</b>
Try it Yourself .....	<b>6</b>
Making a Good First Impression .....	<b>7</b>
Get to Know Your Products .....	<b>7</b>
Common Misconceptions about Incontinence Products .....	<b>8</b>
Adding to the Sale .....	<b>9</b>
Keeping the Customer .....	<b>10</b>
Notes .....	<b>11</b>
Test Yourself .....	<b>12</b>



## Good Customer Service - A Key to Retail Success

It is critical for HME businesses to dedicate time and energy to enhancing customer service. Customer service representatives protect and grow business and are essential to ensuring longstanding relationships.

### **What is customer service?**

The degree of assistance and courtesy given to those who patronize a business.

#### **DEALER/OWNER TIP**

The first 60 seconds of a call can capture or lose a customer. Customer service representatives protect and grow your business and are essential to ensuring longstanding relationships.

# Special considerations for incontinence customers

Incontinence is a delicate subject that requires your understanding and support. When working with customers who have a special medical need, such as incontinence, it is important to recognize their feelings. The individual may feel vulnerable and embarrassed, and their incontinence might be difficult to discuss. Similarly, if you are speaking with a family member, that person might feel confused or frustrated with the situation. In either case, put yourself in their shoes for just one moment. Think about how you would want to be helped if you or your loved one was dealing with incontinence. By offering your support, incontinence customers will begin to trust you and want to call you again when they have another question.

## Learn to be a good listener

Because of differences in our backgrounds, attitudes and experiences, we can sometimes misinterpret what people really mean. This is why it is important to listen effectively. One way to become a skillful listener is to repeat in your own words what you heard the customer say, and then ask the customer if you understood correctly.



For example, a customer might say, “My father is old, and he can’t always make it to the toilet. He goes through three or four pairs of trousers every day. We need help.”

A skillful customer service representative might respond as follows: “So, it sounds like your father is having some incontinence issues, and you are looking for products he might be able to use so he does not have to change his clothes so often. Is that correct?”

### DidYou**Know?**

**Two-thirds of customers do not feel valued by those serving them. <sup>1</sup>**

1. Customer service facts. Focus Plus Auditors Customer Service Monitoring website. Available at: [http://www.focusplus.net.au/pages/customer\\_service\\_facts.htm](http://www.focusplus.net.au/pages/customer_service_facts.htm). Accessed August 17, 2011.

# Try it Yourself

Pair up with another customer service representative at your store. One of you will speak for two minutes about a problem you once had and how you felt. (Examples: poor service at a restaurant, a disappointing movie, a vacation that didn't go as planned).

The other customer service representative will listen effectively for the two minutes, and then paraphrase everything back to the other customer service representative. It is important to repeat back ALL the issues and/or problems. Try it. It's harder than it seems!

## More ways to be a skillful listener

- **Be curious.** Asking questions creates sincere interest.
- **Don't interrupt.** It sends a signal that your point is more important. Give customers time to get their thoughts out.
- **Know your audience.** When speaking with senior citizens speak slowly and adjust your voice so they can hear you. If you are speaking with someone who doesn't know English well, slow down and periodically check for understanding.



### DidYou**Know?**

Only one out of 25 dissatisfied customers will express dissatisfaction. <sup>1</sup>

# Making a Good First Impression

It is important to make a good impression in the first 20 seconds of a call. Customers like being treated as individuals and referred to by name. Write down the customer's name so you can remember it and use it throughout the conversation.

Also, customers value the following qualities the most in a customer service representative:

- **Attention**
- **Dependability**
- **Promptness**
- **Competence**



## Get to Know Your Products

Once you become a skillful listener, you need product competence in order to build trust with your customers. You are their source of information and knowledge about your products. If you demonstrate competence, most customers will return to you when they need another product in the future.

Recall from Module 1 "Choosing the Right Product." Refer back to that section to know which products to recommend if needed. Customers may call you because they are dissatisfied with their last supplier. Here's your opportunity to shine!

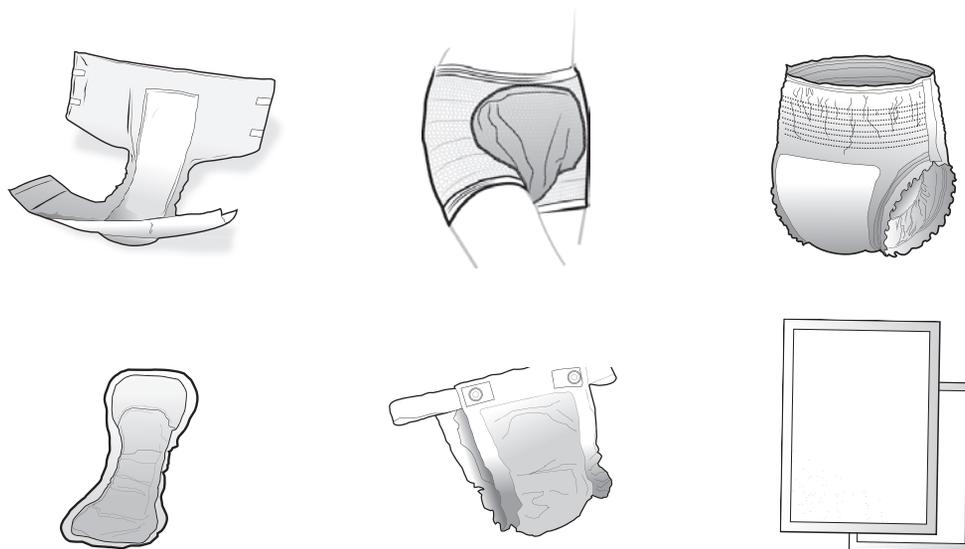
### DidYou**Know?**

**93% of customers indicated that quality customer service was vital to maintaining brand loyalty. <sup>1</sup>**

# Common Misconceptions about Incontinence Products

- **Thicker is NOT always better.** Some people believe that thicker products offer better protection against leakage. That's not always true. New technology has super absorbent polymers (SAP). Each SAP is as tiny as a salt crystal. They expand and turn into a gel when fluid strikes them. This lets us make products thinner and more discreet. Old products were all pulp with no SAPs so they were extra bulky and extra thick.
- **Bladder pads are NOT the same as feminine hygiene pads.** Bladder control pads have unique SAPs that allow them to absorb urine quickly.
- **Bladder pads are NOT for women only.** Some men have light urinary incontinence. They can benefit from products that are thin, discreet and absorbent. Today's bladder control pads are gender neutral, have an anatomically comfortable fit for both men and women, and the adhesive strip can be placed anywhere in the user's underwear. Medline's bladder control pads are even packaged to appeal to both men and women.

Refer to the Common Misconception tab in the Tool Section for more information.



## DidYou**Know?**

Happy customers tell four others about their positive experience; dissatisfied customers tell 12 others how bad it was. <sup>1</sup> (Or they post it on the web!)

# Adding to the Sale

Take the opportunity to provide better service and generate more revenue by listening to your customer and thinking about other products you carry. For example, if the customer is interested in peri-wash, you can recommend gloves and dry wipes as well.

## Recommend additional products

This is an art. You don't want to force products on your customers. When a customer has placed an order for incontinence products, choose words carefully such as:

- **“Are there other items I can offer to make things easier for you?”**  
Suggest convenience products such as gloves, pre-moistened wipes and skin cream.
- **“Are you concerned about your (father/mother) waking up during the night and possibly falling?”** Medline can help health care facilities improve fall management by providing a number of useful products to be used in conjunction with a comprehensive fall management program. We recommend overnight briefs or protective underwear, which offer higher capacity and keep people dry and comfortable all night long. We also carry slip-resistant slippers and bath aids as well.

If there is nothing more the customer needs, remind them that their products are shipped discreetly to their door. (Medline incontinence products come in discreet packaging.) Then explain when the customer can expect to receive their order. (With Medline's dropship program, customers often receive their delivery in 24 to 48 hours.)

## DidYou**Know?**

**75 percent of the customers who depend upon you for product information will also buy related product when the need arises. <sup>2</sup>**

2. Evans J. A Retail Home Health Care Primer. Global Media Marketing website. Available at: [http://www.retailhomecare.com/hp\\_hhcprimer.asp](http://www.retailhomecare.com/hp_hhcprimer.asp). Accessed on August 31, 2011.

# Keeping the Customer

## 1. Ask for feedback

Survey your customers regularly. Ask for suggestions.

## 2. Follow up

Follow up with new customers three days after their shipment was received. Ask about the products, the delivery and their experience overall.

Follow up with your best customers at least three times a year. Let them know when you are introducing new products. Ask them if they would be willing to try out new products and give feedback. It's a way of deepening your relationship (and getting market feedback to use when you promote the product).

## 3. Don't make promises you can't keep

Nothing annoys a customer more than a broken promise. For example, it's better to overestimate how long it will take for delivery of a product. If you know it will take two to three weeks, tell the customer three weeks, and then they will be very pleased if it arrives in two weeks.



### **DEALER/OWNER TIP**

Put your customer service policy in writing. Keep it clear and simple for employees.



# Test Your Knowledge

1. **T or F** *A dissatisfied customer will tell 12 people about their negative experience*

2. *Why is it important to listen effectively?* \_\_\_\_\_

\_\_\_\_\_

3. *How many times a year should you follow up with your customers?* \_\_\_\_\_

4. *What is a common misconception about incontinence products?* \_\_\_\_\_

\_\_\_\_\_

5. *What % of customers will return to buy from you if you solve their problems and are a source of information for them?*

\_\_\_\_\_

**Qx**

# Quality Customer Solutions

FOR THE HOME MEDICAL DEALER

## Module 3

The Retail Experience



This Program is not intended to treat, diagnose or prescribe. The clinical protocols described in this Program are based on research and consultation with medical, clinical and legal authorities. This Program is not intended to be absolute or exhaustive and should not be used as a substitute for the advice of a physician. Although the information in the Program has been carefully reviewed for correctness, the authors and editors cannot accept any responsibility for any errors or omissions.

Copyright © 2011 Medline Industries, Inc. All rights reserved.  
Medline is a registered trademark of Medline Industries, Inc.

Medline Industries, Inc.  
One Medline Place  
Mundelein, Illinois 60060  
[www.medline.com](http://www.medline.com)

Printed in the United States of America.



Medline Industries, Inc.  
One Medline Place  
Mundelein, Illinois 60060

# Module 3

## The Retail Experience

### Contents

Build It and They Will Come.....	<b>4</b>
Ideas for Attracting New Customers .....	<b>5</b>
Social Marketing and Seniors .....	<b>6</b>
You're Getting the Customers	
In the Door – Now What? .....	<b>7</b>
Capture Customers' Interest.....	<b>8</b>
Make Customers Feel Important.....	<b>8</b>
Store Features and Accessibility .....	<b>9</b>
Displaying and Promoting	
Incontinence Products.....	<b>9</b>
The Science of Buying.....	<b>10</b>
What Shoppers Like .....	<b>11</b>
What Shoppers Do Not Like .....	<b>11</b>
Test Your Knowledge.....	<b>12</b>



## How to Get Customers into Your Store

### **Build It and They Will Come**

Retailers with brick and mortar locations can create true loyalty based on a total customer experience. When you meet with people face-to-face you have a special opportunity to connect with them and establish rapport. So how do you get them in the door?

Many retailers use direct mail campaigns, and others go out locally into the surrounding community to build awareness. Also remember that your current customers are valuable resources. Make them aware of all the products you carry. If they like shopping at your store, ask them to refer their friends.



# Ideas for attracting new customers

Here are some strategies successful HME Dealers have used to find and attract new customers who are in the market for incontinence products.

- **Fitness centers** – Ask the facility manager if you can set up an information table near the entrance.
- **Casinos** – Consider placing flyers on cars in the parking lot or work with casino owners to explore ways to promote your business.
- **Restaurants** – Some restaurants are known for early bird specials that attract seniors. Consider promoting your business on placemats or table tents (with the owner's permission).
- **Church bulletins** – An inexpensive and often overlooked promotional tool.
- **Senior expos** – A great way to reach a large number of seniors all at once. Give away samples of products. Differentiate yourself from other vendors.
- **Street fairs** – Renting a booth is often inexpensive and you can attract multiple generations at one time.
- **Educational seminars** – Ask a healthcare expert (nurse, physician, physical therapist) to speak at your store. Invite current customers and ask them to bring a friend. The guest speaker shares his expertise while you promote your store.
- **Senior living centers and communities** – Ask if you can set up an information table in the lobby as a way to connect with seniors and their families.
- **Online** – Send email blasts to current customers (with their permission) or explore senior networking sites as a way to promote in-store sales.

## DidYou**Know?**

**18 million people receive some form of home health care.  
Most of these individuals require home care products. <sup>1</sup>**

1. The Market for Home Care Products, 6th Edition. Kalorama Information website. Available at: <http://www.kaloramainformation.com/Home-Care-Products-2765057>. Accessed August 25, 2011.

## Social Marketing and Seniors

Online social networking sites for baby boomers are steadily increasing. Networking sites are taking note of this increase in Internet traffic by offering this niche market a place for information sharing, networking and personal interests. Remember that baby boomers represent a significant market share of consistent retail dollars.

One popular social networking site for senior citizens is Eons.com, offering pertinent information and sharing for this age group as well as other topics of interest for niche markets.



### DidYou**Know?**

**14.7 million seniors are on Facebook. One in 5 logs in for an hour each day. <sup>2</sup>**

2. Seniors the Fastest Growing Segment on Facebook. ConsumerSphere website. Available at: <http://www.consumersphere.com/2010/10/07>. Accessed August 25, 2011.

# You're Getting the Customers in the Door – Now What?

## Ways to create a memorable experience

Once you have attracted customers to your store, the next step is creating a memorable shopping experience. The store's appearance, the appearance of the staff, responsiveness to greeting customers, helpfulness and overall tone go a long way toward creating a customer's opinion of your business.

This is an area where many HME businesses struggle. The following simple hints and guidelines will help you evoke an emotional response in customers and keep them coming back time and time again.

## Set the mood with your windows

Change your window displays at least every two months. Keep the design simple but welcoming. If you are not a graphic designer, consider hiring one or find a college design student who could use your window display as a school project. Consider themes each season and promote products as a bundle. Spring is about mobility, so focus on products that get customers moving, such as wheelchairs and walkers. Summer represents the freedom to explore and travel – the perfect opportunity to promote protective underwear. Fall could be focused on respiratory products. And winter holidays are always a good time to offer fun discounts and promotions.

<b>Service is intangible</b>	Intangibles deal with the human side of an organization
	They include human emotions, behaviors, understanding, feelings and perceptions
<b>Facilities are tangible</b>	Visual space or atmosphere create the store's tone of voice
	These evoke an emotional response in a customer and influence loyalty

### DidYou**Know?**

**Behavioral economists state economic decision-making is 70% emotional and 30% rational. <sup>3</sup>**

3. 11 Key Customer Loyalty Trends for 2011. Business 2 Community website. Available at: <http://www.business2community.com/trends-news/11-key-customer-loyalty-trends-for-2011-03414>. Accessed August 25, 2011.

## Capture customers' interest



Build interest with signage in the window asking customers to inquire within about a special offer or discount. Or ask customers to complete a two-minute survey at checkout to find out what other products they need or want that you don't carry. As a reward for taking the survey, offer a 15% discount off their next in-store purchase.

## Make customers feel important

Acknowledge customers within the first two minutes they enter your store. Give them a warm welcome and let them know you are available if they have any questions. Make eye contact and smile. These are techniques proven effective by high end retailers. Personal attention is important to older consumers who prefer to do business face-to-face. They value the personal relationship with the service provider, and they want to know that someone at the store cares about them.



### **DEALER/OWNER TIP**

Consider having your staff wear white lab coats to show they are experts. With Medline's on-line training curriculum, staff can receive certification as incontinence care professionals (ICPs).

### **DidYouKnow?**

**33% of people can't find a salesperson when they shop and 25% are ignored by associates. <sup>4</sup>**

4. Palma M. Not Very Surprising Customer Service Statistics. April 30, 2008. Customers Are Always website. Available at: [http://www.customersarealways.com/2008/04/not\\_very\\_surprising\\_customer\\_s.html](http://www.customersarealways.com/2008/04/not_very_surprising_customer_s.html). Accessed August 25, 2011.

# Store Features and Accessibility

Here are some recommendations for making your store appealing to the senior population:

- Locate your retail store near other establishments (hospitals, clinics, cafes, etc.)
- Provide adequate parking and well-lit parking lots
- Provide rest areas, chairs or benches inside your store
- Make sure restrooms are easy to locate
- Use adequate lighting inside the store
- Mark stairs with contrasting colors for easy height change identification
- Offer programs that reward long-term patrons, since older consumers are often loyal customers

## Displaying and promoting incontinence products

Dedicate a separate area for incontinence products, preferably along the back wall to allow customers to maintain privacy.

When helping customers with incontinence products, walk them over to the private display area rather than talking in a more public area at the front of the store so you can have a more private discussion. Also be sure to explain how the products are arranged by level, product type and size.

### **DEALER/OWNER TIP**

Remember to adopt policies that reduce risk (such as free pick-up services for merchandise returns) and offer a variety of payment options.

# The Science of Buying

There is a great deal of research available on consumer behavior and product placement in a store. Waist-level, eye-level and ankle-level placement can impact sales of an item. However, with medical products, it's a different strategy. You want to make it easy for the shopper to navigate the shelves. Use the height levels of the shelves for size. Place Small sizes on the top shelf, Medium/Large (the most popular sizes) on the middle shelf for easiest access, and Large/X-Large on bottom shelves.

Experts also recommend clear signage that explains this placement concept. Seniors don't want to be reminded they are getting older, so make it easy for them to find products on their own.

**Bundling.** Placing certain products together in the store. For example, have a display of lotions, creams and wipes near the incontinence products. Showing how the products work together as a “regimen of care” will help drive sales and eliminate guesswork for the caregiver.

**Add-on purchases.** When you see that a customer is buying incontinence briefs, always suggest a related product they might need, such as peri-wash or wipes.

**Recognition.** Make the customer feel good. Personal attention, special deals or free products can create positive feelings.

## DidYouKnow?

A study published in the August 2008 issue of the journal *Judgment and Decision Making* showed that people are more willing to buy something if they can touch it. <sup>5</sup>

5. Thompson A. Study: You Touch It, You Buy It. Live Science website. Available at: <http://www.livescience.com/3241-study-touch-buy.html>. Accessed August 31, 2011.

## What Shoppers Like

1. Touching the product
2. Mirrors
3. Discovering bargains
4. Talking to employees
5. Recognition by employees



## What Shoppers Do Not Like

1. Too many mirrors
2. Long lines
3. Merchandise out of stock
4. Obscure price tags
5. Intimidating service
6. Crowded stores and aisles

### DidYou**Know?**

30% of people over 55 say they avoid buying products that negatively stereotype older people. <sup>6</sup>

6. Chandry A. Tapping the Elderly Market. World Village website. Available at: <http://worldvillage.com/tapping-the-elderly-market>. Accessed August 25, 2011.

# Test Your Knowledge

**1. Where should the Incontinence products in a DME dealer be located?**

---

**2. List 3 ways to create customer recognition.**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**3. T or F An economic decision is 60% emotional and 40% rational?**

**4. How often should a retailer consider changing their window displays?**

---

**5. What is one way to help shoppers find the products they are looking for?**

---

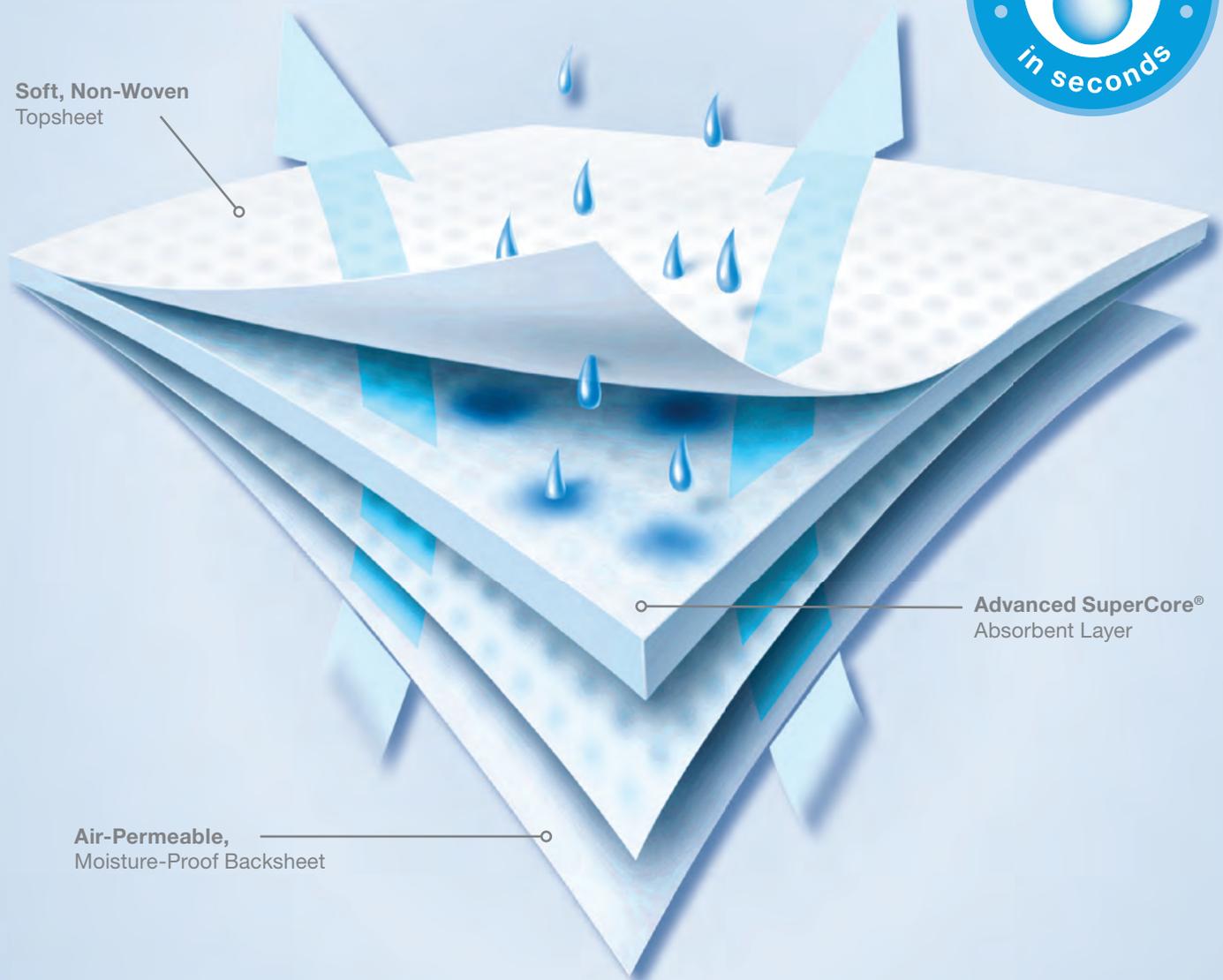


# ULTRASORBS<sup>®</sup> AP (Air-Permeable)

The Original Premium Drypad



Soft, Non-Woven  
Topsheet



Advanced SuperCore<sup>®</sup>  
Absorbent Layer

Air-Permeable,  
Moisture-Proof Backsheet

## ADVANCED TECHNOLOGY FOR PATIENT CARE

Clinically shown to help maintain skin integrity as part of an overall pressure ulcer prevention program.<sup>1</sup>

We believe in providing exceptional value and care.

# ULTRASORBBS® AP

ADVANCED TECHNOLOGY FOR PATIENT CARE

Also featuring these other key advantages:

- **Advanced Thermo-Bonded SuperCore®** Wicks Moisture Away From the Skin and Locks Fluid Away for Increased Patient Dignity, Better Skin Care and Reduced Odor
- **Lies Flat When Wet** Without Bunching, Swelling or Disintegrating
- **Air-Permeable\*, Moisture-Proof Backsheet** for Optimal Breathability, Comfort, and Leakage Protection (*MVTR of 3500 +/- 1000 g/m<sup>2</sup>/24h*)
- **Effective For Use With Low-Air-Loss Mattress Therapy** Protecting Bedding and Permitting Air Flow
- **Soft Non-Woven Topsheet** is Gentle Against Skin for Increased Comfort



## Ultrasorbs® AP

ITEM NUMBER	DESCRIPTION	PACKAGING
ULTRASORB2436	24" x 36" (61 x 91 cm)	70/cs, 10/bg
ULTRABULK2436	24" x 36" (61 x 91 cm)	70/cs, bulk
ULTRASORB3136	31" x 36" (79 x 91 cm)	40/cs, 10/bg
ULTRABULK3136	31" x 36" (79 x 91 cm)	40/cs, bulk
ULTRASORB1824	18" x 24" (46 x 61 cm)	60/cs, 10/bg
ULTRASORB1016	10" x 16" (25 x 41 cm)	100/cs, 10/bg

<sup>1</sup>Shannon, R. LaJoie, J. Economic Impact of Ultrasorbs® AP Absorbent Pads In Prevention of Hospital-Acquired Pressure Ulcers. Global Health Economic Projects, LLC and New York Methodist Hospital, Brooklyn NY. March 2009.



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

www.medline.com  
info@medline.com

Medline Canada  
**1-800-396-6996**

www.medline.ca  
canada@medline.com

Medline México  
**01-800-831-0898**

www.medlinemexico.com  
mexico@medline.com

Please contact your Account Representative for additional information. Some products may not be available for sale in Mexico or Canada. We reserve the right to correct any errors that may occur within this brochure. © 2011 Medline Industries Inc. Medline and Ultrasorbs are registered trademarks of Medline Industries, Inc. Super-Core is a registered trademark of McAirfaids Vliesstoffe GmbH & Co.

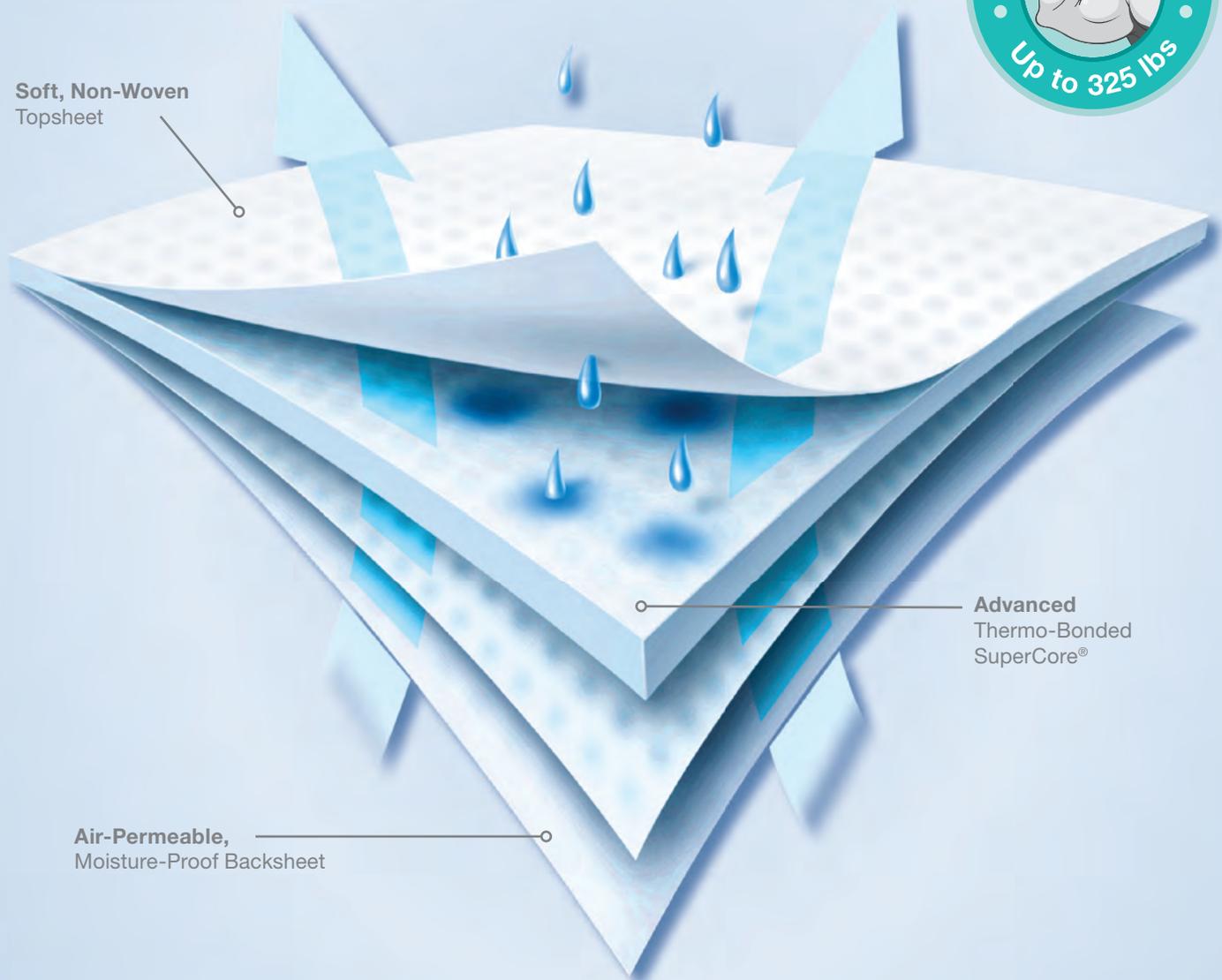


# ULTRASORBS<sup>®</sup> ES (Extra-Strength)

Premium Drypad & Drawpad



Soft, Non-Woven  
Topsheet



Advanced  
Thermo-Bonded  
SuperCore<sup>®</sup>

Air-Permeable,  
Moisture-Proof Backsheet

## ADVANCED TECHNOLOGY FOR PATIENT CARE

Clinically shown to help maintain skin integrity as part of an overall pressure ulcer prevention program.<sup>1</sup>

We believe in providing exceptional value and care.

# ULTRASORBS® ES

ADVANCED TECHNOLOGY FOR PATIENT CARE

Also featuring these other key advantages:

- **Lets You Move, Lift and Position** Up to 325-Pounds
- **Advanced Thermo-Bonded SuperCore®** Wicks Moisture Away From the Skin and Locks Fluid Away for Increased Patient Dignity, Better Skin Care and Reduced Odor
- **Lies Flat When Wet** Without Bunching, Swelling or Disintegrating
- **Air-Permeable\*, Moisture-Proof Backsheet** for Optimal Breathability, Comfort, and Leakage Protection (*MVTR of 3500 +/- 1000 g/m<sup>2</sup>/24h*)
- **Effective For Use With Low-Air-Loss Mattress Therapy** Protecting Bedding and Permitting Air Flow
- **Soft Non-Woven Topsheet** is Gentle Against Skin for Increased Comfort



## Ultrasorbs® ES

ITEM NUMBER	DESCRIPTION	PACKAGING
USAP2436ES	24" x 36" (61 x 91 cm)	60/cs, 10/bg
USAP3136ES	31" x 36" (79 x 91 cm)	40/cs, 10/bg

<sup>1</sup>Shannon, R. LaJoie, J. Economic Impact of Ultrasorbs® AP Absorbent Pads In Prevention of Hospital-Acquired Pressure Ulcers. Global Health Economic Projects, LLC and New York Methodist Hospital, Brooklyn NY. March 2009.



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

www.medline.com  
info@medline.com

Medline Canada  
**1-800-396-6996**

www.medline.ca  
canada@medline.com

Medline México  
**01-800-831-0898**

www.medlinemexico.com  
mexico@medline.com

Please contact your Account Representative for additional information. Some products may not be available for sale in Mexico or Canada. We reserve the right to correct any errors that may occur within this brochure. © 2010 Medline Industries Inc. Medline and Ultrasorbs are registered trademarks of Medline Industries, Inc. Super-Core is a registered trademark of McAirIaids Vliesstoffe GmbH & Co. Ultra-Fresh is a trademark of Thomson Research Associates.

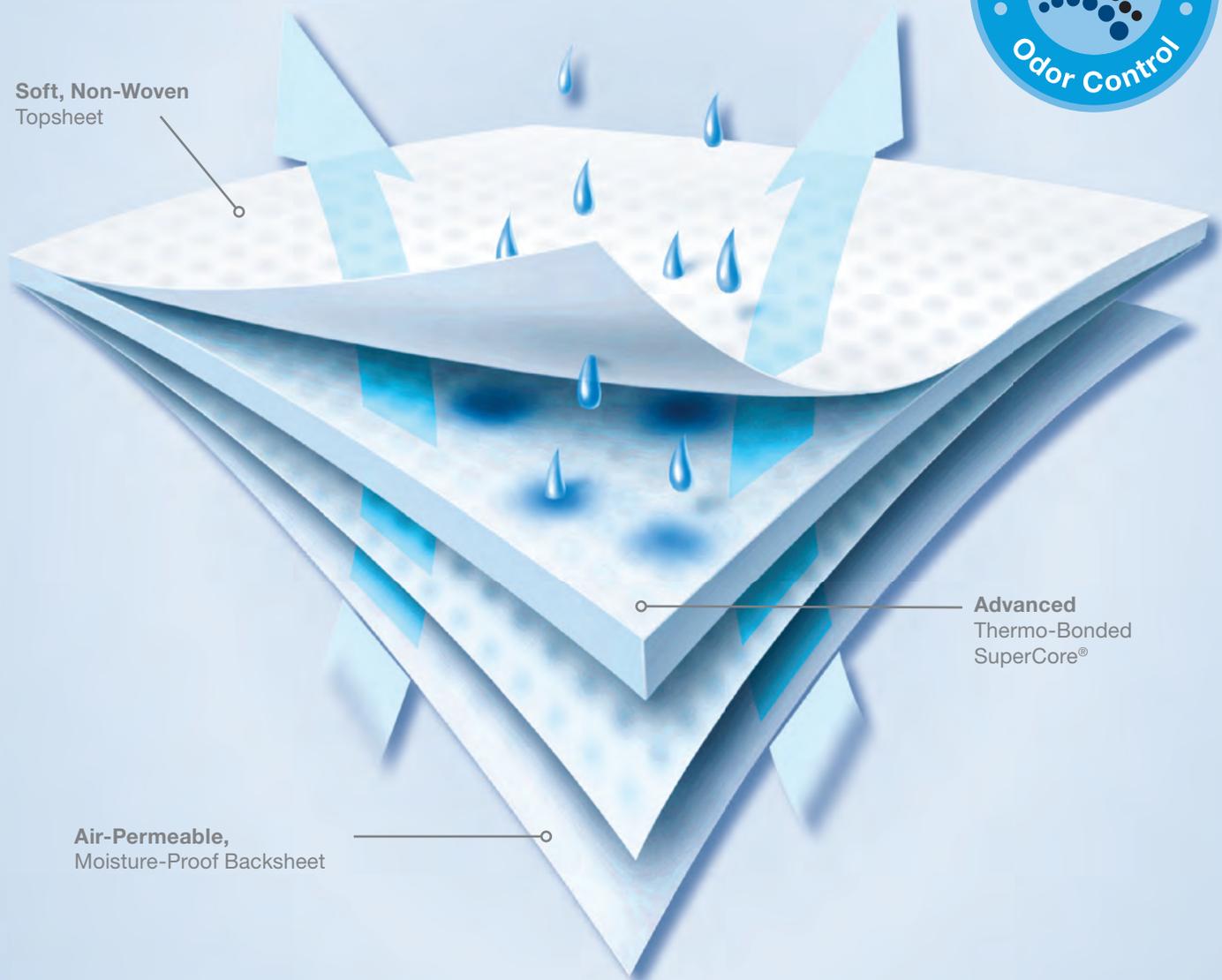


# ULTRASORBS® UF (Ultra-Fresh)

Premium Odor Control Drypad



Soft, Non-Woven  
Topsheet



Advanced  
Thermo-Bonded  
SuperCore®

Air-Permeable,  
Moisture-Proof Backsheet

## ADVANCED TECHNOLOGY FOR PATIENT CARE

Clinically shown to help maintain skin integrity as part of an overall pressure ulcer prevention program.<sup>1</sup>

We believe in providing exceptional value and care.

# ULTRASORBS® UF

ADVANCED TECHNOLOGY FOR PATIENT CARE

Also featuring these other key advantages:

- **Antimicrobial Ultra-Fresh™ Protection\*** Inhibits The Growth of Bacteria and Yeasts That Can Cause Odors
- **Advanced Thermo-Bonded SuperCore®** Wicks Moisture Away From The Skin and Locks Fluid Away for Increased Patient Dignity, Better Skin Care and Reduced Odor
- **Lies Flat When Wet** Without Bunching, Swelling or Disintegrating
- **Air-Permeable\*, Moisture-Proof Backsheet** for Optimal Breathability, Comfort, and Leakage Protection (*MVTR of 3500 +/- 1000 g/m<sup>2</sup>/24h*)
- **Effective For Use With Low-Air-Loss Mattress Therapy** Protecting Bedding and Permitting Air Flow
- **Soft Non-Woven Topsheet** is Gentle Against Skin for Increased Comfort



**Ultrasorbs® UF**



ITEM NUMBER	DESCRIPTION	PACKAGING
USAP2436UF	24" x 36" (61 x 91 cm)	70/cs, 10/bg
USAP3136UF	31" x 36" (79 x 91 cm)	40/cs, 10/bg

*\*Ultra-Fresh™ is an EPA registered anti-microbial. This product does not protect users or others from disease-causing bacteria.*

<sup>1</sup>Shannon, R. LaJoie, J. Economic Impact of Ultrasorbs® AP Absorbent Pads In Prevention of Hospital-Acquired Pressure Ulcers. Global Health Economic Projects, LLC and New York Methodist Hospital, Brooklyn NY. March 2009.



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

www.medline.com  
info@medline.com

Medline Canada  
**1-800-396-6996**

www.medline.ca  
canada@medline.com

Medline México  
**01-800-831-0898**

www.medlinemexico.com  
mexico@medline.com

Please contact your Account Representative for additional information. Some products may not be available for sale in Mexico or Canada. We reserve the right to correct any errors that may occur within this brochure. © 2010 Medline Industries Inc. Medline and Ultrasorbs are registered trademarks of Medline Industries, Inc. Super-Core is a registered trademark of McAirIaids Vliesstoffe GmbH & Co. Ultra-Fresh is a trademark of Thomson Research Associates.



# VALUE

Adult Briefs



Soft Polyethylene Outer Cover

## PROTECTION AT A GREAT VALUE

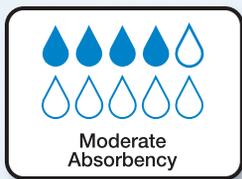
We believe in providing exceptional value and care.

# VALUE

## PROTECTION AT A GREAT VALUE

Also featuring these other key advantages:

- **Soft Polyethylene Outer Cover** Protects Clothing from Leakage
- **Adhesive Closure System** for a Secure Fit



ITEM NUMBER	DESCRIPTION	COLOR	PACKAGING
MSCVB4000	Medium, 32"- 42" (81- 107 cm)	White	96/cs, 16/bg
MSCVB4400	Regular, 40"- 50" (102- 127 cm)	Purple	80/cs, 20/bg
MSCVB4500	Large, 48"- 58" (122- 147 cm)	Blue	72/cs, 18/bg
MSCVB4600	X-Large, 59"- 66" (150- 168 cm)	Beige	60/cs, 15/bg



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

[www.medline.com](http://www.medline.com)  
[info@medline.com](mailto:info@medline.com)

Medline Canada  
**1-800-396-6996**

[www.medline.ca](http://www.medline.ca)  
[canada@medline.com](mailto:canada@medline.com)

Medline México  
**01-800-831-0898**

[www.medlinemexico.com](http://www.medlinemexico.com)  
[mexico@medline.com](mailto:mexico@medline.com)



# PROTECT

Adult Briefs

Comfortably-Soft  
Cloth-like Outer Cover

Breathable Side Panels



GREAT VALUE IN A BREATHABLE BRIEF

We believe in providing exceptional value and care.

# PROTECT

## GREAT VALUE IN A BREATHABLE BRIEF

Also featuring these other key advantages:

- **Breathable Side Panels** for Increased Airflow and Comfort
- **Comfortably-Soft Clothlike Outer Cover** is Comfortable Against Skin, Minimizing the Risk of Skin Irritation and Heat Build-Up
- **Adhesive Closure System** for a Secure Fit
- **Wetness Indicator** Changes Color When Garment Has Been Soiled



ITEM NUMBER	DESCRIPTION	COLOR	PACKAGING
PROTECTMD	Medium, 32"- 42" (81- 107 cm)	White	96/cs, 16/bg
PROECTRG	Regular, 40"- 50" (102- 127 cm)	Purple	80/cs, 20/bg
PROECTLG	Large, 48"- 58" (122- 147 cm)	Blue	72/cs, 18/bg
PROECTXLG	X-Large, 59"- 66" (150- 168 cm)	Beige	60/cs, 15/bg



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

[www.medline.com](http://www.medline.com)  
[info@medline.com](mailto:info@medline.com)

Medline Canada  
**1-800-396-6996**

[www.medline.ca](http://www.medline.ca)  
[canada@medline.com](mailto:canada@medline.com)

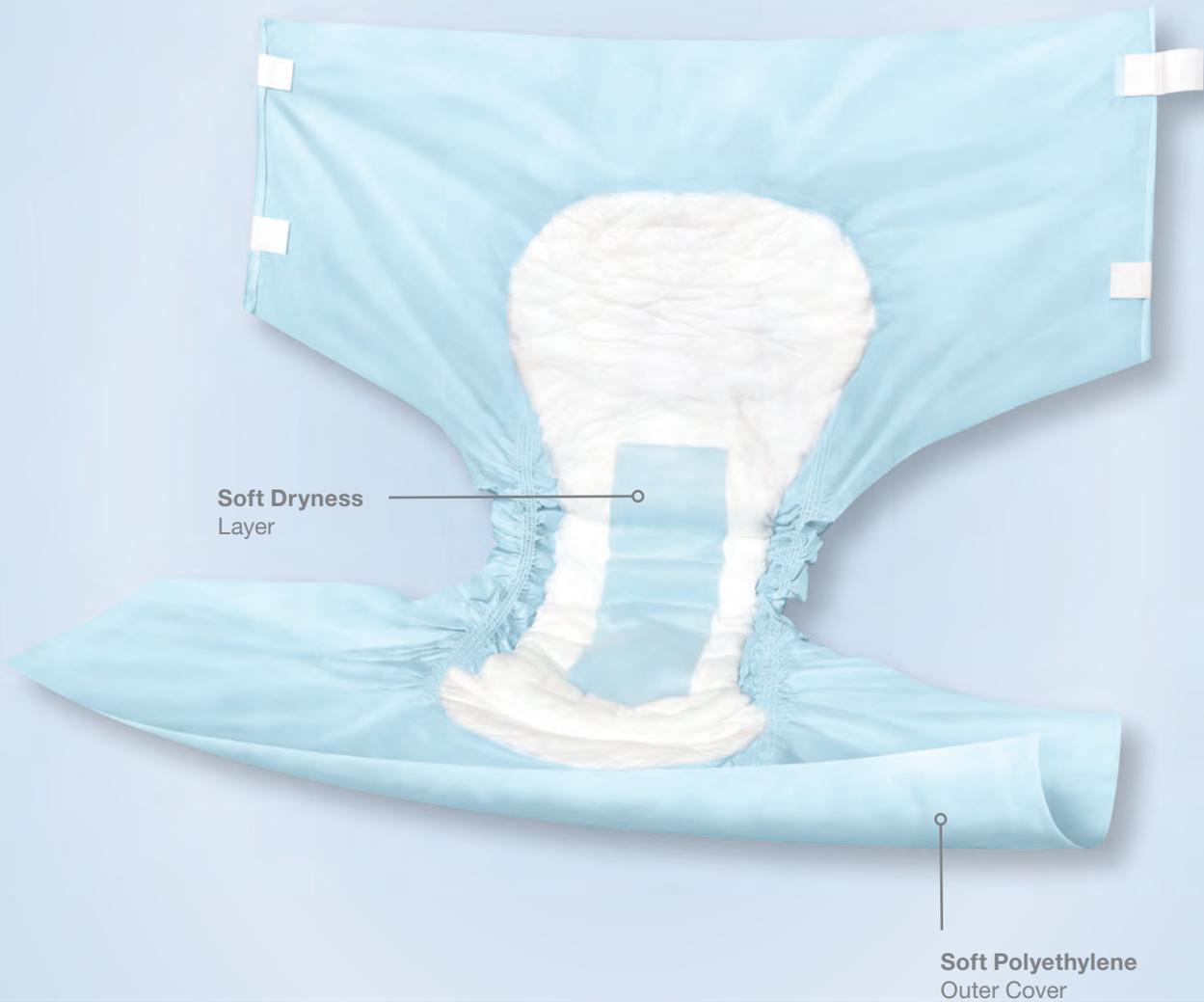
Medline México  
**01-800-831-0898**

[www.medlinemexico.com](http://www.medlinemexico.com)  
[mexico@medline.com](mailto:mexico@medline.com)



# PROTECTION PLUS®

Adult Briefs



SUPER-ABSORBENT AT A GREAT VALUE

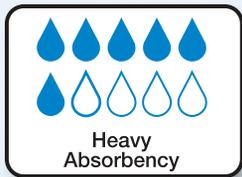
We believe in providing exceptional value and care.

# PROTECTION PLUS®

## SUPER-ABSORBENT AT A GREAT VALUE

Also featuring these other key advantages:

- **Soft Polyethylene Outer Cover** Protects Clothing from Leakage
- **Soft Dryness Layer** Helps Keep Moisture Away from the Skin
- **Adhesive Closure System** for a Secure Fit
- **Wetness Indicator** Changes Color When Garment Has Been Soiled



ITEM NUMBER	DESCRIPTION	COLOR	PACKAGING
MSC94250A	Small, 20"- 31" (51- 79 cm)	Green	96/cs, 24/bg
MSC94000A	Medium, 32"- 42" (81- 107 cm)	White	96/cs, 16/bg
MSC94400A	Regular, 40"- 50" (102- 127 cm)	Purple	80/cs, 20/bg
MSC94500A	Large, 48"- 58" (122- 147 cm)	Blue	72/cs, 18/bg
MSC94600A	X-Large, 59"- 66" (150- 168 cm)	Beige	60/cs, 15/bg
MSC94700A	XX-Large, 60"- 69" (152- 175 cm)	Green	48/cs, 12/bg



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

[www.medline.com](http://www.medline.com)  
[info@medline.com](mailto:info@medline.com)

Medline Canada  
**1-800-396-6996**

[www.medline.ca](http://www.medline.ca)  
[canada@medline.com](mailto:canada@medline.com)

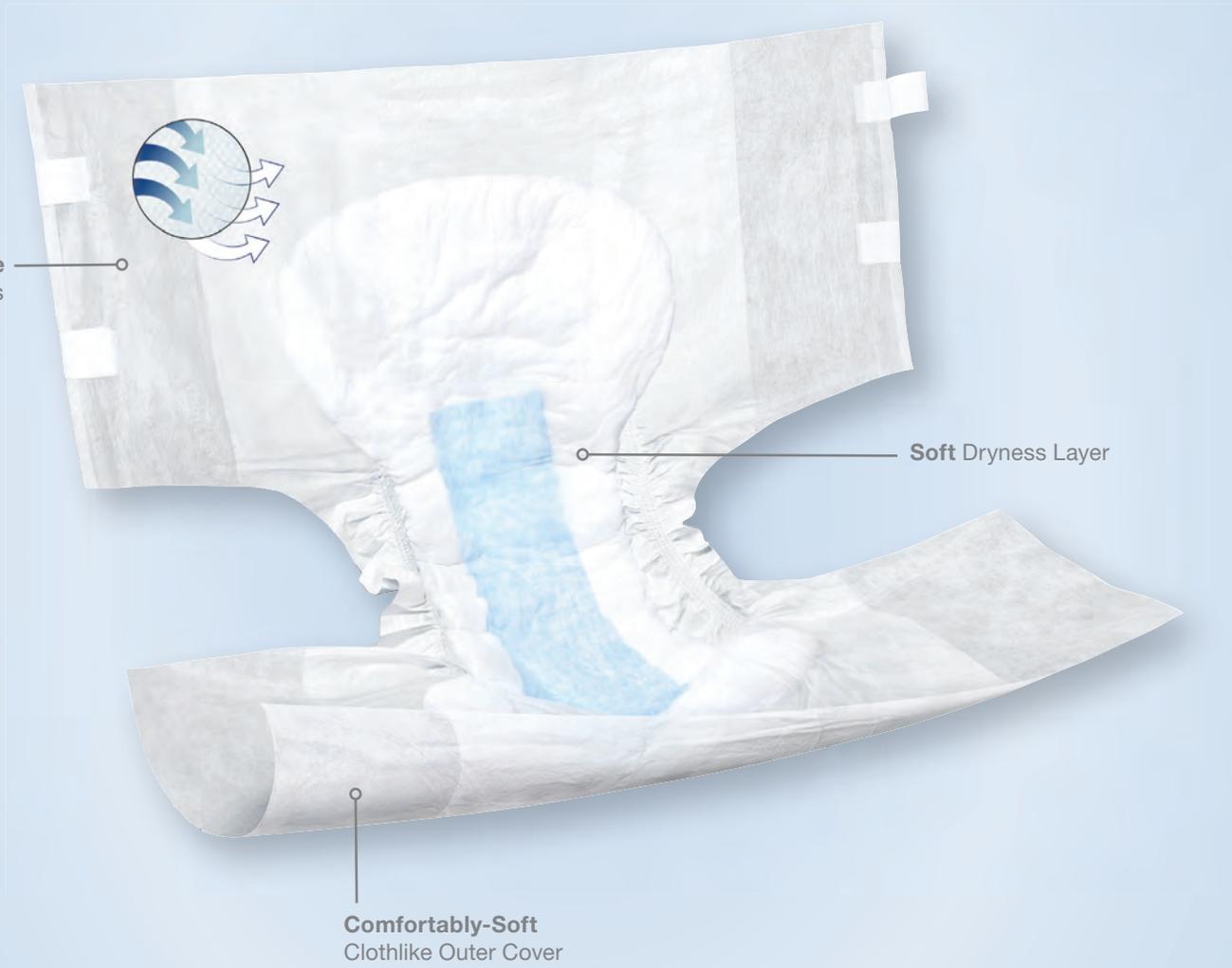
Medline México  
**01-800-831-0898**

[www.medlinemexico.com](http://www.medlinemexico.com)  
[mexico@medline.com](mailto:mexico@medline.com)



# ULTRACLASS

Adult Briefs



A CLASSIC CHOICE FOR PATIENT DIGNITY

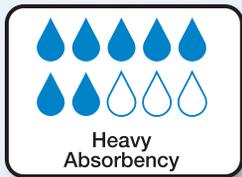
We believe in providing exceptional value and care.

# ULTRACLASS

A CLASSIC CHOICE FOR PATIENT DIGNITY

Also featuring these other key advantages:

- **Breathable Side Panels** for Increased Airflow and Comfort
- **Comfortably-Soft Clothlike Outer Cover** is Comfortable Against Skin, Minimizing the Risk of Skin Irritation and Heat Build-Up
- **Soft Dryness Layer** Helps Keep Moisture Away from the Skin
- **Skin Safe Grab Anywhere Closure System** for a Secure, Safe, and Refastenable Fit
- **Wetness Indicator** Changes Color When Garment Has Been Soiled



ITEM NUMBER	DESCRIPTION	COLOR	PACKAGING
ULTRACLASSMD	Medium, 32"- 42" (81- 107 cm)	White	96/cs, 16/bg
ULTRACLASSRG	Regular, 40"- 50" (102- 127 cm)	Purple	80/cs, 20/bg
ULTRACLASSLG	Large, 48"- 58" (122- 147 cm)	Blue	72/cs, 18/bg
ULTRACLASSXLG	X-Large, 59"- 66" (150- 168 cm)	Beige	60/cs, 15/bg



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

[www.medline.com](http://www.medline.com)  
[info@medline.com](mailto:info@medline.com)

Medline Canada  
**1-800-396-6996**

[www.medline.ca](http://www.medline.ca)  
[canada@medline.com](mailto:canada@medline.com)

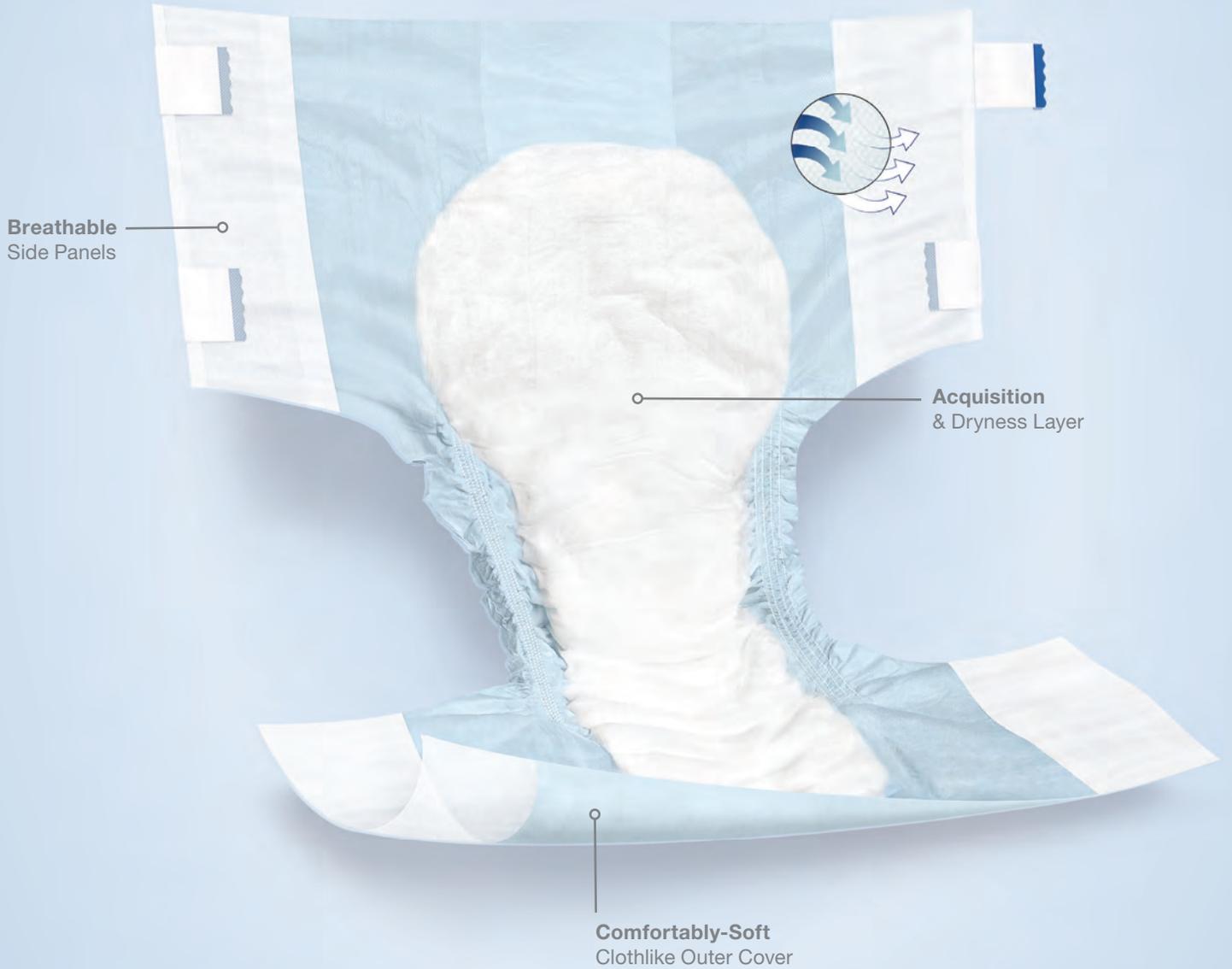
Medline México  
**01-800-831-0898**

[www.medlinemexico.com](http://www.medlinemexico.com)  
[mexico@medline.com](mailto:mexico@medline.com)



# ULTRACARE

Adult Briefs



## DRYNESS & COMFORT

We believe in providing exceptional value and care.

# ULTRACARE

## DRYNESS & COMFORT

Also featuring these other key advantages:

- **Breathable Side Panels** for Increased Airflow and Comfort
- **Comfortably-Soft Clothlike Outer Cover** is Comfortable Against Skin, Minimizing the Risk of Skin Irritation and Heat Build-Up
- **Fast Acquisition & Dryness Layer** Helps Keep Moisture Away from the Skin
- **Generous Leg Cut-Out** for Exceptional Comfort
- **Skin Safe Grab Anywhere Closure System** for a Secure, Safe, and Refastenable Fit
- **Wetness Indicator** Changes Color When Garment Has Been Soiled



ITEM NUMBER	DESCRIPTION	COLOR	PACKAGING
ULTRACAREMD	Medium, 32"- 42" (81- 107 cm)	White	96/cs, 24/bg
ULTRACARERG	Regular, 40"- 50" (102- 127 cm)	Purple	72/cs, 24/bg
ULTRACARELG	Large, 48"- 58" (122- 147 cm)	Blue	72/cs, 24/bg
ULTRACAREXLG	X-Large, 59"- 66" (150- 168 cm)	Beige	60/cs, 20/bg



**Medline Industries, Inc.**  
One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

www.medline.com  
info@medline.com

Medline Canada  
**1-800-396-6996**

www.medline.ca  
canada@medline.com

Medline México  
**01-800-831-0898**

www.medlinemexico.com  
mexico@medline.com



# ULTRA-SOFT PLUS

Adult Briefs



## SOFT & ABSORBENT

We believe in providing exceptional value and care.

# ULTRA-SOFT PLUS

## SOFT & ABSORBENT

Also featuring these other key advantages:

- **Breathable Side Panels** for Increased Airflow and Comfort
- **Comfortably-Soft Clothlike Outer Cover** is Comfortable Against Skin, Minimizing the Risk of Skin Irritation and Heat Build-Up
- **Fast Acquisition & Dryness Layer** Helps Keep Moisture Away from the Skin
- **Skin Safe Grab Anywhere Closure System** for a Secure, Safe, and Refastenable Fit
- **Wetness Indicator** Changes Color When Garment Has Been Soiled



ITEM NUMBER	DESCRIPTION	COLOR	PACKAGING
ULTRAPLUSMD	Medium, 32" - 42" (81- 107 cm)	White	96/cs, 16/bg
ULTRAPLUSRG	Regular, 40" - 50" (102- 127 cm)	Purple	80/cs, 20/bg
ULTRAPLUSLG	Large, 48" - 58" (122- 147 cm)	Blue	72/cs, 18/bg
ULTRAPLUSXLG	X-Large, 59" - 66" (150- 168 cm)	Beige	60/cs, 15/bg
ULTRAPLUSXXL	XX-Large, 60" - 69" (152- 175 cm)	Green	48/cs, 12/bg



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

www.medline.com  
info@medline.com

Medline Canada  
**1-800-396-6996**

www.medline.ca  
canada@medline.com

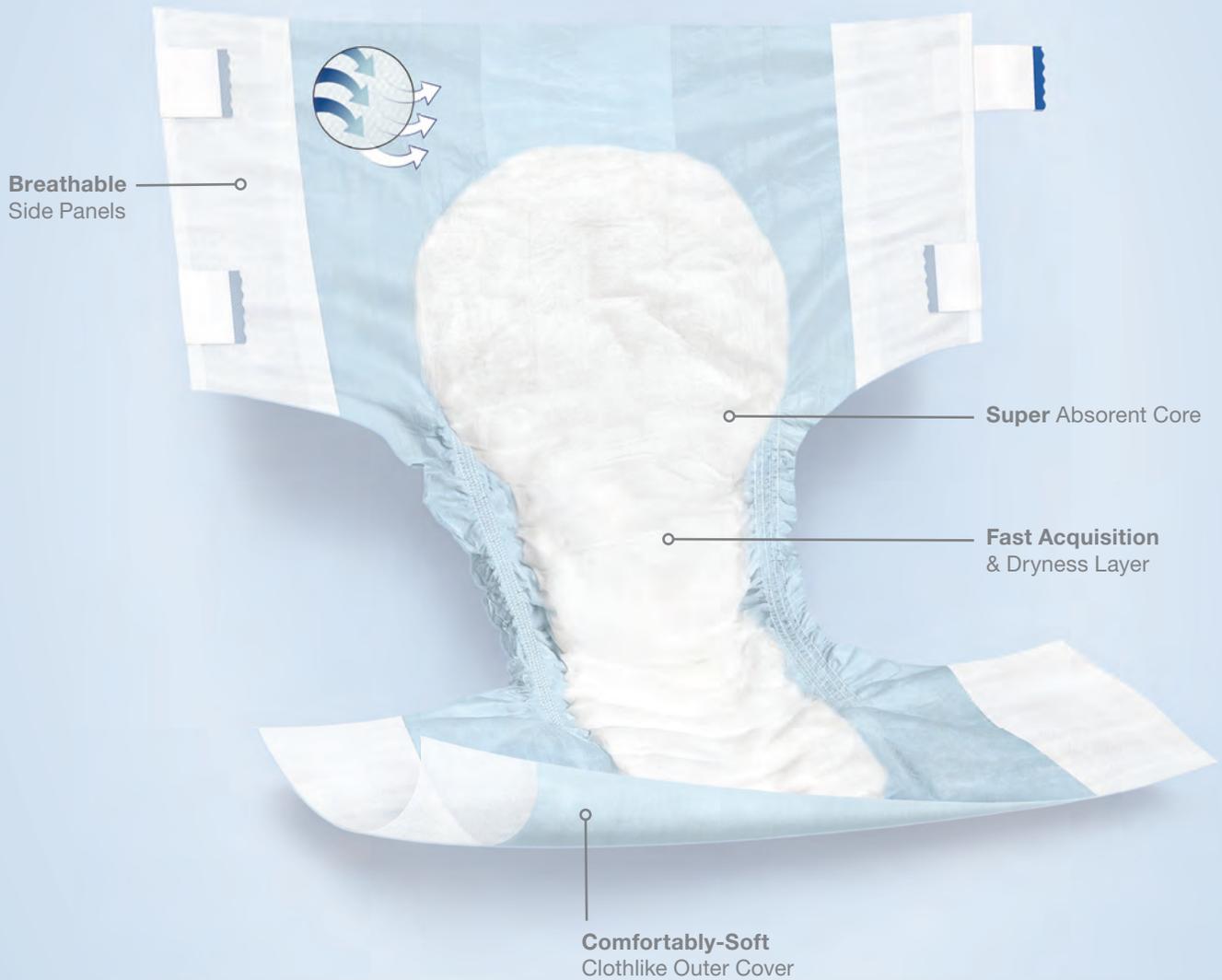
Medline México  
**01-800-831-0898**

www.medlinemexico.com  
mexico@medline.com



# COMFORT-AIRE®

Adult Briefs



## GREAT DRYNESS & COMFORT

We believe in providing exceptional value and care.

# COMFORT-AIRE®

## GREAT DRYNESS & COMFORT

Also featuring these other key advantages:

- **Breathable Side Panels** for Increased Airflow and Comfort
- **Comfortably-Soft Clothlike Outer Cover** is Comfortable Against Skin, Minimizing the Risk of Skin Irritation and Heat Build-Up
- **Fast Acquisition & Dryness Layer** Helps Keep Moisture Away from the Skin
- **Generous Leg Cut-Out** for Exceptional Comfort
- **Super Absorbent Core** for Optimal Dryness and Protection
- **Extra Wide Skin Safe Grab Anywhere Closure System** for a Secure, Safe, and Refastenable Fit
- **Wetness Indicator** Changes Color When Garment Has Been Soiled



ITEM NUMBER	DESCRIPTION	COLOR	PACKAGING
COMFORTAIRESM	Small, 20" - 32" (51- 81 cm)	Blue	96/cs, 24/bg
COMFORTAIREMD	Medium, 32" - 42" (81- 107 cm)	White	96/cs, 24/bg
COMFORTAIEREG	Regular, 40" - 50" (102- 127 cm)	Purple	72/cs, 24/bg
COMFORTAIRELG	Large, 48" - 58" (122- 147 cm)	Blue	72/cs, 24/bg
COMFORTAIREX	X-Large, 59" - 66" (150- 168 cm)	Beige	60/cs, 20/bg



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

www.medline.com  
info@medline.com

Medline Canada  
**1-800-396-6996**

www.medline.ca  
canada@medline.com

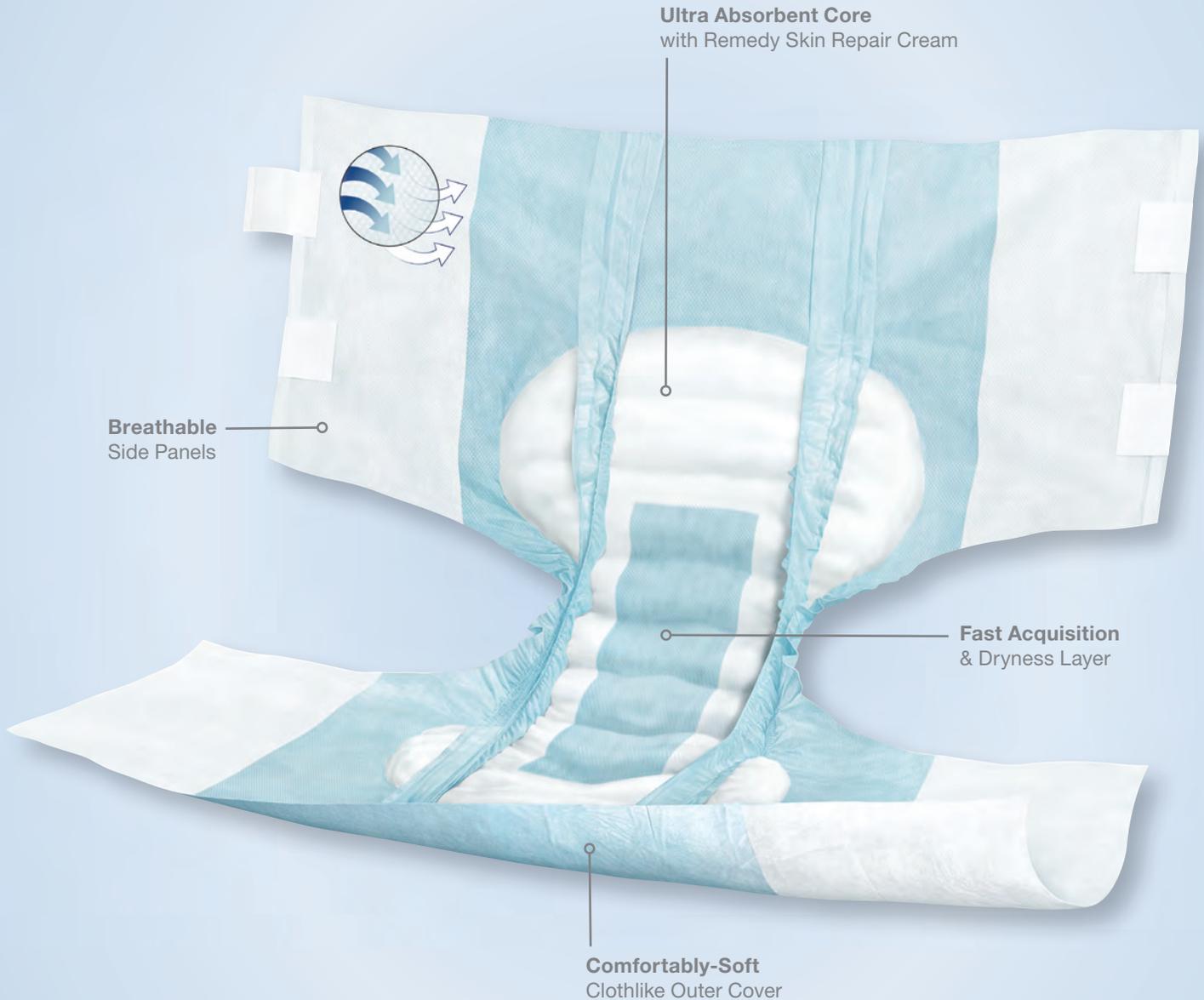
Medline México  
**01-800-831-0898**

www.medlinemexico.com  
mexico@medline.com



# RESTORE<sup>®</sup>

Premium Adult Briefs



SKIN CONTINENCE CARE  
IN ONE INNOVATIVE PRODUCT

We believe in providing exceptional value and care.

# RESTORE®

## SKIN CONTINENCE CARE IN ONE INNOVATIVE PRODUCT

Also featuring these other key advantages:

- **Ultra Absorbent Core with Remedy Skin Repair Cream**  
Keeps Delicate Skin Dry and Protected
- **Breathable Side Panels** for Increased Airflow and Comfort
- **Comfortably-Soft Clothlike Outer Cover** is Comfortable Against Skin, Minimizing the Risk of Skin Irritation and Heat Build-Up
- **Fast Acquisition & Dryness Layer** Helps Keep Moisture Away from the Skin
- **Skin Safe Grab Anywhere Closure System** for a Secure, Safe, and Refastenable Fit
- **Wetness Indicator** Changes Color When Garment Has Been Soiled



ITEM NUMBER	DESCRIPTION	COLOR	PACKAGING
RESTOREMD	Medium, 32"- 42" (81- 107 cm)	White	96/cs, 16/bg
RESTORERG	Regular, 40"- 50" (102- 127 cm)	Purple	80/cs, 20/bg
RESTORELG	Large, 48"- 58" (122- 147 cm)	Blue	72/cs, 18/bg
RESTOREXLG	X-Large, 59"- 66" (150- 168 cm)	Yellow	60/cs, 15/bg



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

www.medline.com  
info@medline.com

Medline Canada  
**1-800-396-6996**

www.medline.ca  
canada@medline.com

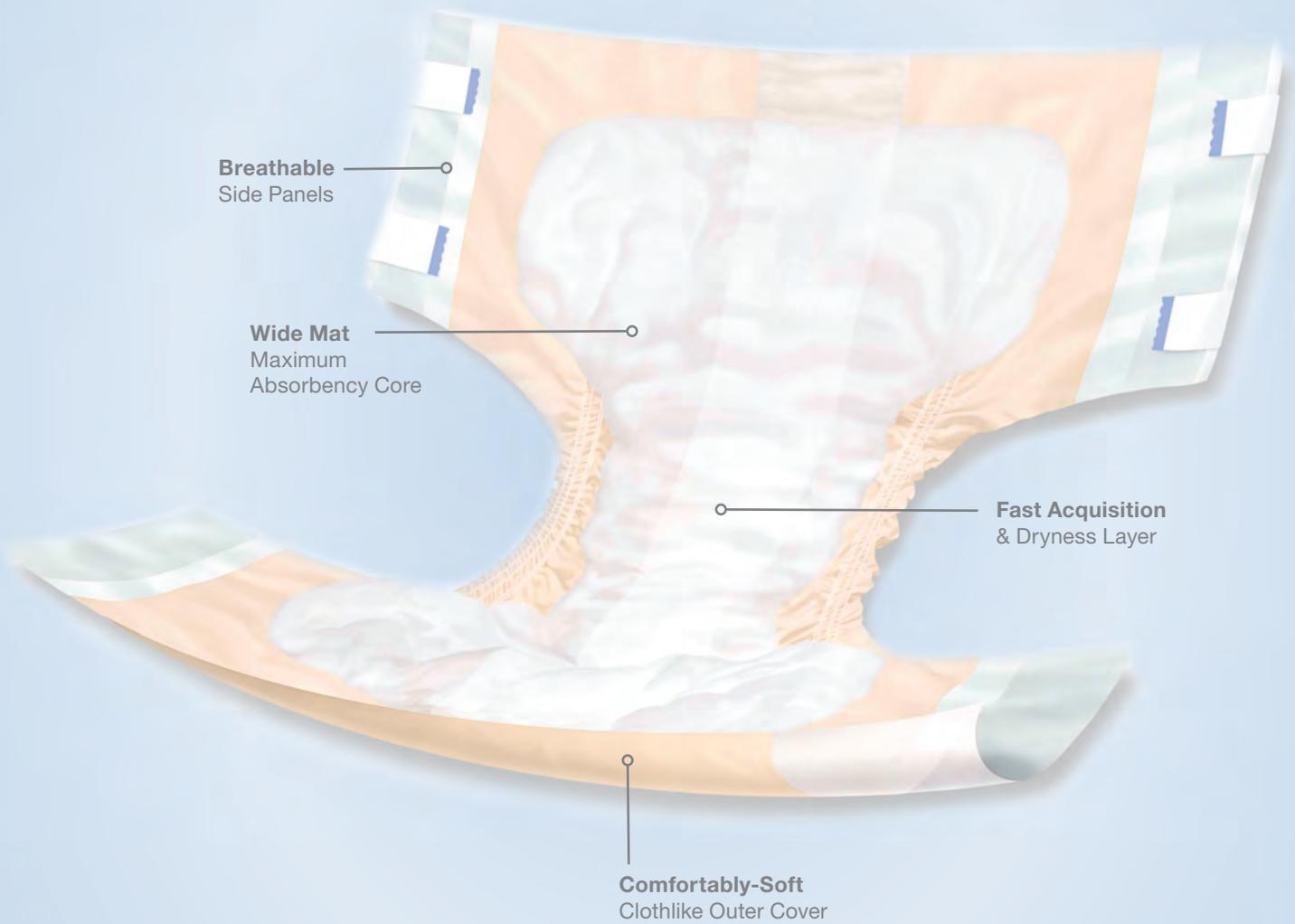
Medline México  
**01-800-831-0898**

www.medlinemexico.com  
mexico@medline.com



# COMFORT-AIRE® PM

Adult Briefs



DRYNESS & COMFORT  
FOR A GOOD NIGHT'S SLEEP

We believe in providing exceptional value and care.

# COMFORT-AIRE® PM

## DRYNESS & COMFORT FOR A GOOD NIGHT'S SLEEP

Also featuring these other key advantages:

- **Breathable Side Panels** for Increased Airflow and Comfort
- **Comfortably-Soft Clothlike Outer Cover** is Comfortable Against Skin, Minimizing the Risk of Skin Irritation and Heat Build-Up
- **Fast Acquisition & Dryness Layer** Helps Keep Moisture Away from the Skin
- **Generous Leg Cut-Out** for Exceptional Comfort
- **Wide Mat Maximum Absorbency Core** for Optimal Dryness and Protection
- **Extra Wide Skin Safe Grab Anywhere Closure System** for a Secure, Safe, and Refastenable Fit
- **Wetness Indicator** Changes Color When Garment Has Been Soiled



ITEM NUMBER	DESCRIPTION	COLOR	PACKAGING
COMFORTPMSM	Small, 20"- 31" (51- 79 cm)	Blue	88/cs, 22/bg
COMFORTPMMD	Medium, 32"- 44" (81- 112 cm)	Peach	72/cs, 18/bg
COMFORTPMLG	Large, 45"- 58" (114- 147 cm)	Peach	56/cs, 14/bg
COMFORTPMX	X-Large, 59"- 66" (150- 168 cm)	Peach	56/cs, 14/bg



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

[www.medline.com](http://www.medline.com)  
[info@medline.com](mailto:info@medline.com)

Medline Canada  
**1-800-396-6996**

[www.medline.ca](http://www.medline.ca)  
[canada@medline.com](mailto:canada@medline.com)

Medline México  
**01-800-831-0898**

[www.medlinemexico.com](http://www.medlinemexico.com)  
[mexico@medline.com](mailto:mexico@medline.com)



# PROTECT EXTRA

Protective Underwear

**Breathable**  
Soft Non-Woven  
Back Sheet



**Body-Contoured**  
Anatomical Design

**Extra-Absorbency**  
Core

DIGNITY, COMFORT, PROTECTION  
AT A GREAT VALUE

We believe in providing exceptional value and care.

# PROTECT EXTRA

## DIGNITY, COMFORT, PROTECTION AT A GREAT VALUE

Also featuring these other key advantages:

- **Breathable Soft Non-woven Back sheet** is Comfortable Against Skin, Minimizing the Risk of Skin Irritation and Heat Build-Up
- **Extra-Absorbency Core** for Optimal Dryness and Protection
- **Body-Contoured Anatomical Design** for Added Comfort and Fit with the Feel of Underwear
- **Acquisition and Dryness Layer** Helps Keep Moisture Away from the Skin
- **Size Printed on the Back Sheet** to Improve Product Identification and Ease of Care



ITEM NUMBER	DESCRIPTION	PACKAGING
MSC13005	Medium, 28" - 40" (71- 102 cm)	80/cs, 20/bg
MSC13505	Large, 40" - 56" (102- 142 cm)	72/cs, 18/bg
MSC13600	X-Large, 56" - 68" (142- 173 cm)	56/cs, 14/bg



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

www.medline.com  
info@medline.com

Medline Canada  
**1-800-396-6996**

www.medline.ca  
canada@medline.com

Medline México  
**01-800-831-0898**

www.medlinemexico.com  
mexico@medline.com



# PROTECT PLUS

Protective Underwear

**Breathable**  
Soft Non-Woven  
Back Sheet

**Body-Contoured**  
Anatomical Design

**Plus-Absorbency**  
Core

DIGNITY, COMFORT, PERFORMANCE  
IN DISCREET PACKAGING

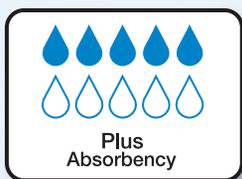
We believe in providing exceptional value and care.

# PROTECT PLUS

## DIGNITY, COMFORT, PERFORMANCE IN DISCREET PACKAGING

Also featuring these other key advantages:

- **Breathable Soft Non-woven Back sheet** is Comfortable Against Skin, Minimizing the Risk of Skin Irritation and Heat Build-Up
- **Plus-Absorbency Core** for Optimal Dryness and Protection
- **Body-Contoured Anatomical Design** for Added Comfort and Fit with the Feel of Underwear
- **Acquisition and Dryness Layer** Helps Keep Moisture Away from the Skin
- **Size Printed on the Back Sheet** to Improve Product Identification and Ease of Care
- **Medicaid Friendly Packaging** 100/cs, 25/bg



ITEM NUMBER	DESCRIPTION	PACKAGING
MSC19005	Medium, 28"- 40" (71- 102 cm)	100/cs, 25/bg
MSC19505	Large, 40"- 56" (102- 142 cm)	100/cs, 25/bg
MSC19600	X-Large, 56"- 68" (142- 173 cm)	100/cs, 25/bg



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

[www.medline.com](http://www.medline.com)  
[info@medline.com](mailto:info@medline.com)

Medline Canada  
**1-800-396-6996**

[www.medline.ca](http://www.medline.ca)  
[canada@medline.com](mailto:canada@medline.com)

Medline México  
**01-800-831-0898**

[www.medlinemexico.com](http://www.medlinemexico.com)  
[mexico@medline.com](mailto:mexico@medline.com)



# PROTECTION PLUS® CLASSIC

Protective Underwear

**Breathable**  
Soft Non-Woven  
Back Sheet

**Body-Contoured**  
Anatomical Design

**Super Plus**  
Absorbency  
Core

DIGNITY, COMFORT, PERFORMANCE

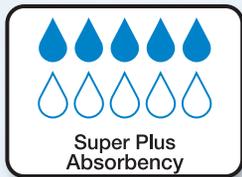
We believe in providing exceptional value and care.

# PROTECTION PLUS® CLASSIC

DIGNITY, COMFORT, PERFORMANCE

Also featuring these other key advantages:

- **Breathable Soft Non-woven Back sheet** is Comfortable Against Skin, Minimizing the Risk of Skin Irritation and Heat Build-Up
- **Super Plus Absorbency Core** for Optimal Dryness and Protection
- **Body-Contoured Anatomical Design** for Added Comfort and Fit with the Feel of Underwear
- **Acquisition and Dryness Layer** Helps Keep Moisture Away from the Skin
- **Size Printed on the Back Sheet** to Improve Product Identification and Ease of Care



ITEM NUMBER	DESCRIPTION	PACKAGING
MSC23000	Small, 20"- 28" (51- 71 cm)	88/cs, 22/bg
MSC23005	Medium, 28"- 40" (71- 102 cm)	80/cs, 20/bg
MSC23505	Large, 40"- 56" (102- 142 cm)	72/cs, 18/bg
MSC23600	X-Large, 56"- 68" (142- 173 cm)	56/cs, 14/bg
MSC23700	XX-Large, 68"- 80" (173- 203 cm)	48/cs, 12/bg



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

www.medline.com  
info@medline.com

Medline Canada  
**1-800-396-6996**

www.medline.ca  
canada@medline.com

Medline México  
**01-800-831-0898**

www.medlinemexico.com  
mexico@medline.com



# PROTECTION PLUS® SUPER

Protective Underwear

**Breathable**  
Soft Non-Woven  
Back Sheet

**Body-Contoured**  
Anatomical Design

**Hydrophobic**  
Anti-Leak Guards

**Ultra Plus Absorbency**  
Core

## EXCELLENT LEAKAGE PROTECTION

We believe in providing exceptional value and care.

# PROTECTION PLUS® SUPER

## EXCELLENT LEAKAGE PROTECTION

Also featuring these other key advantages:

- **Hydrophobic Anti-leak Guards** Provides Excellent Containment and Protection Against Leakage
- **Breathable Soft Non-woven Back sheet** is Comfortable Against Skin, Minimizing the Risk of Skin Irritation and Heat Build-Up
- **Ultra Plus Absorbency Core** for Optimal Dryness and Protection
- **Body-Contoured Anatomical Design** for Added Comfort and Fit with the Feel of Underwear
- **Acquisition and Dryness Layer** Helps Keep Moisture Away from the Skin
- **Size Printed on the Back Sheet** to Improve Product Identification and Ease of Care



ITEM NUMBER	DESCRIPTION	PACKAGING
MSC33255	Small, 20"- 28" (51- 71 cm)	88/cs, 22/bg
MSC33005	Medium, 28"- 40" (71- 102 cm)	80/cs, 20/bg
MSC33505	Large, 40"- 56" (102- 142 cm)	72/cs, 18/bg
MSC33600	X-Large, 56"- 68" (142- 173 cm)	56/cs, 14/bg
MSC33700	XX-Large, 68"- 80" (173- 203 cm)	48/cs, 12/bg



**Medline Industries, Inc.**  
One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

www.medline.com  
info@medline.com

Medline Canada  
**1-800-396-6996**

www.medline.ca  
canada@medline.com

Medline México  
**01-800-831-0898**

www.medlinemexico.com  
mexico@medline.com



# PROTECTION PLUS® EXTENDED CAPACITY/OVERNIGHT

Protective Underwear

**Breathable**  
Soft Non-Woven  
Back Sheet



**Body-Contoured**  
Anatomical Design

**Hydrophobic**  
Anti-Leak Guards

**Maximum Absorbency**  
Core

## A GARMENT DESIGN FOR MAXIMUM PROTECTION

We believe in providing exceptional value and care.

# PROTECTION PLUS® EXTENDED CAPACITY/OVERNIGHT

## A GARMENT DESIGN FOR MAXIMUM PROTECTION

Also featuring these other key advantages:

- **Hydrophobic Anti-leak Guards** Provides Excellent Containment and Protection Against Leakage
- **Breathable Soft Non-woven Back sheet** is Comfortable Against Skin, Minimizing the Risk of Skin Irritation and Heat Build-Up
- **Maximum Absorbency Core** for Optimal Dryness and Protection
- **Body-Contoured Anatomical Design** for Added Comfort and Fit with the Feel of Underwear
- **Acquisition and Dryness Layer** Helps Keep Moisture Away from the Skin
- **Size Printed on the Back Sheet** to Improve Product Identification and Ease of Care



ITEM NUMBER	DESCRIPTION	PACKAGING
MSC53005	Medium, 28" - 40" (71- 102 cm)	64/cs, 16/bg
MSC53505	Large, 40" - 56" (102- 142 cm)	56/cs, 14/bg
MSC53600	X-Large, 56" - 68" (142- 173 cm)	48/cs, 12/bg



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

www.medline.com  
info@medline.com

Medline Canada  
**1-800-396-6996**

www.medline.ca  
canada@medline.com

Medline México  
**01-800-831-0898**

www.medlinemexico.com  
mexico@medline.com



# CAPRI PLUS™

Bladder Control Pads



BREATHABLE COMFORT & PROTECTION  
IN A DISCREET DESIGN

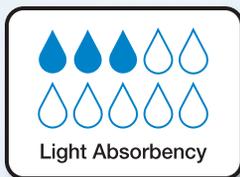
We believe in providing exceptional value and care.

# CAPRI PLUS™

## BREATHABLE COMFORT & PROTECTION IN A DISCREET DESIGN

Also featuring these other key advantages:

- **Breathable Clothlike Back Sheet** for Increased Air Flow and Comfort
- **Soft Dryness Layer** Locks Fluid and Keeps It Away From the Body to Help Protect the Skin
- **Elastic Leg Gathers** Create a Discreet, Secure and Comfortable Fit
- **Adhesive Strip** Keeps Pad in Place



ITEM NUMBER	DESCRIPTION	PACKAGING
BCPADE01	Mini, 5.5" x 10.5" (14 x 27 cm)	336/cs, 28/bg
BCPADE02	Midi, 6.5" x 13.5" (17 x 34 cm)	168/cs, 28/bg
BCPADE03	Maxi, 8" x 17" (20 x 43 cm)	168/cs, 28/bg



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

www.medline.com  
info@medline.com

Medline Canada  
**1-800-396-6996**

www.medline.ca  
canada@medline.com

Medline México  
**01-800-831-0898**

www.medlinemexico.com  
mexico@medline.com

Please contact your Account Representative for additional information. Some products may not be available for sale in Mexico or Canada. We reserve the right to correct any errors that may occur within this brochure. ©2011 Medline Industries, Inc. Medline is a registered trademark of Medline Industries, Inc. Capri Plus is a trademark of Medline Industries, Inc.



# CAPRI<sup>®</sup>

Bladder Control Pads

**Soft Dryness**  
Layer

**Soft Comfortable Elastic**  
Leg Gathers

**Comfortably-Soft**  
Clothlike Outer Cover

## COMFORTABLE & DISCREET PROTECTION

We believe in providing exceptional value and care.

# CAPRI®

## COMFORTABLE & DISCREET PROTECTION

Also featuring these other key advantages:

- **Individually Wrapped** for Portability and Discreetness
- **Soft Comfortable Elastic Leg Gathers** Help Prevent Leaks
- **Comfortably-Soft Clothlike** Outer Cover
- **Adhesive Strip** Keeps Pad in Place
- **Soft Dryness** Layer



ITEM NUMBER	DESCRIPTION	PACKAGING
MSC325100	Regular, 2.75" x 9.75" (7 x 25 cm)	180/cs, 20/bg
MSC326100	Extra Plus, 3" x 10.5" (8 x 27 cm)	144/cs, 16/bg
MSC327100	Ultra Plus, 3.25" x 13" (8 x 33 cm)	126/cs, 14/bg



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

www.medline.com  
info@medline.com

Medline Canada  
**1-800-396-6996**

www.medline.ca  
canada@medline.com

Medline México  
**01-800-831-0898**

www.medlinemexico.com  
mexico@medline.com



# SIZING DISPOSABLE BRIEFS

Fit Right Sizing Reference

## By Hip and Waist Measurements:

Measure the hips or waist, whichever appears larger as follows:

### Step 1:

Measure hip bone to hip bone and over the abdomen.

### Step 2:

Double the largest measurement obtained in Step 1 and add two inches.

### Step 3:

Using this figure, make product size selection from the chart on the right.

## Example:

Hip bone to hip bone = **19"** (49 cm)

**19"** x 2" (49 cm x 5 cm) = **38"** (97 cm)

**38"** + 2" (97 cm + 5 cm) = **40"** (102 cm)

**40"** (102 cm) = **Medium** or **Regular Brief**



## Brief Size Selection:

MEDLINE BRAND	
<b>Small</b> = 20-32" (51-81 cm)	Green or Light Blue
<b>Medium</b> = 32-42" (81-107 cm)	White
<b>Regular</b> = 40-50" (102-127 cm)	Purple
<b>Large</b> = 48-58" (122-147 cm)	Blue
<b>X-Large</b> = 59-66" (150-168 cm)	Beige
<b>XX-Large</b> = 60-69" (152-175 cm)	Green
<b>Bariatric</b> = 65-90" (165-229 cm)	Beige

## By Height & Weight:

FEMALE WEIGHT	BRIEF SIZE	COLOR	WAIST/HIP*
75-90 lbs.	<b>Small</b>	Green	20-32" (51-81 cm)
90-115 lbs.	<b>Medium</b>	White	32-42" (81-107 cm)
115-130 lbs.	Assess for <b>Medium/Regular</b>	Purple	40-50" (102-127 cm)
130-175 lbs.	Assess for <b>Regular/Large</b>	Blue	48-58" (122-147 cm)
175-235 lbs.	<b>X-Large</b>	Beige	59-66" (150-168 cm)
235-250 lbs.	<b>XX-Large</b> or <b>Mesh Pants</b>	Green	60-69" (152-175 cm)
250 lbs. & heavier	<b>Bariatric</b>	Beige	69" & Up (175 cm +)

MALE WEIGHT	BRIEF SIZE	COLOR	WAIST/HIP*
120-150 lbs.	<b>Medium</b>	White	20-32" (51-81 cm)
150-200 lbs.	Assess for <b>Medium/Regular</b>	Purple	40-50" (102-127 cm)
200-235 lbs.	Assess for <b>Regular/Large</b>	Blue	48-58" (122-147 cm)
200-235 lbs.	<b>X-Large</b>	Beige	59-66" (150-168 cm)
235-250 lbs.	<b>XX-Large</b> or <b>Mesh Pants</b>	Green	60-69" (152-175 cm)
250 lbs. & heavier	<b>Bariatric</b>	Beige	69" & Up (175 cm +)

\*Use the larger of the two

## By Height & Weight:

FIND USER'S HEIGHT & WEIGHT	WEIGHT IN POUNDS																																	
HEIGHT	95	100	105	110	115	120	125	130	135	140	145	150	155	160	165	170	175	180	185	190	195	200	205	210	215	220	225	230	235	240	245	250		
4'10"																																		
4'11"																																		
5'0"																																		
5'1"																																		
5'2"																																		
5'3"																																		
5'4"																																		
5'5"																																		
5'6"																																		
5'7"																																		
5'8"																																		
5'9"																																		
5'10"																																		
5'11"																																		
6'0"																																		
6'1"																																		
6'2"																																		

Sizing chart above is a recommendation only. Also available: Bariatric Size XXXL for patients weighing more than 250 lbs. (waist size: 70-90").



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

Medline United States  
**1-800-MEDLINE (633-5463)**

www.medline.com  
info@medline.com

Medline Canada  
**1-800-396-6996**

www.medline.ca  
canada@medline.com

Medline México  
**01-800-831-0898**

www.medlinemexico.com  
mexico@medline.com

Please contact your Account Representative for additional information. Some products may not be available for sale in Mexico or Canada. We reserve the right to correct any errors that may occur within this brochure. ©2011 Medline Industries, Inc. Medline is a registered trademark of Medline Industries, Inc.



**Medline Industries, Inc.**

One Medline Place  
Mundelein, IL 60060

**Medline United States**  
**1-800-MEDLINE (633-5463)**

[www.medline.com](http://www.medline.com) | [info@medline.com](mailto:info@medline.com)

**Medline Canada**  
**1-800-396-6996**

[www.medline.ca](http://www.medline.ca) | [canada@medline.com](mailto:canada@medline.com)

**Medline México**  
**01-800-831-0898 |**

[www.medlinemexico.com](http://www.medlinemexico.com) | [mexico@medline.com](mailto:mexico@medline.com)

We reserve the right to correct any errors that may occur within this brochure.  
©2011 Medline Industries, Inc. Medline is a registered trademark of Medline Industries, Inc.  
MKT211296 / LIT908 / 3M / SG13