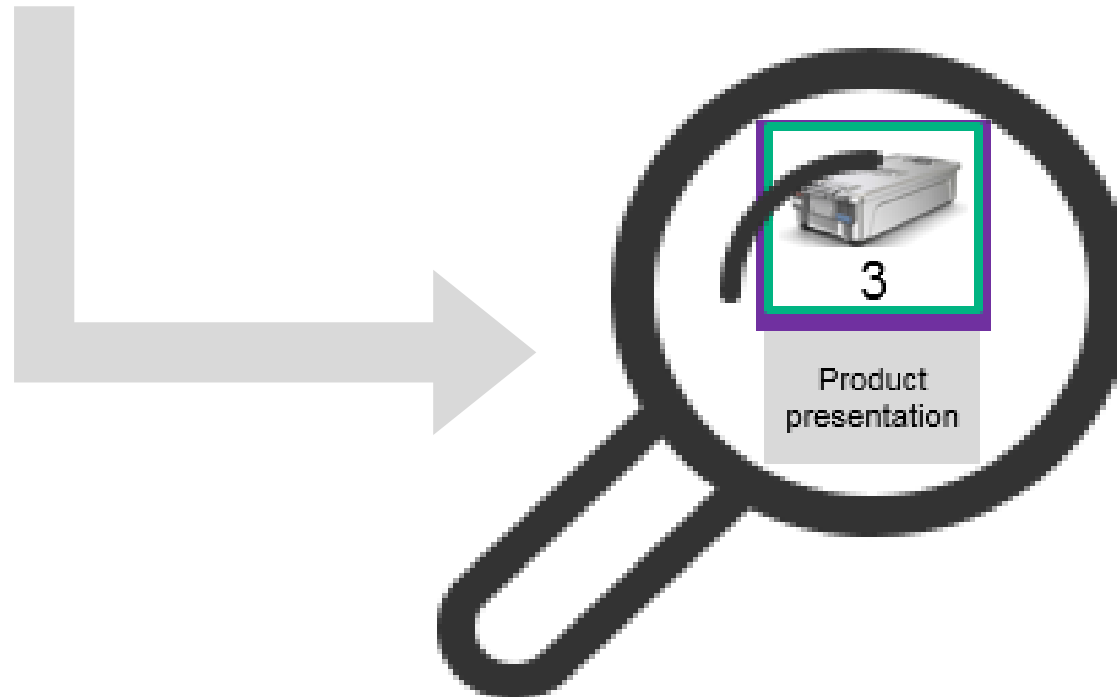
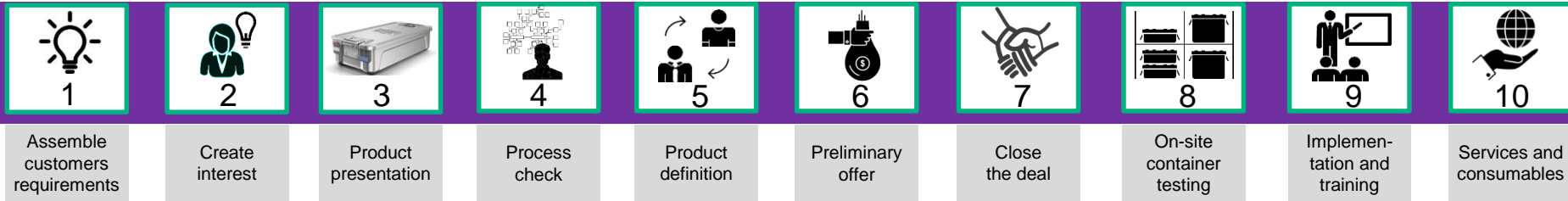


AICON® – GUIDANCE FOR...  
DURING A CUSTOMER PRESENTATION

# Selling process



### 3. Product presentation

a

Procedure for the product presentation

b

How does the new AICON® container work

c

Advantages of the new AICON® container

d

The new AICON® basket

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## 3.a. Procedure for the product presentation



### Step 1: Create attention

- Attract the customer's attention thanks to the knowledge gained from preliminary meetings, surveys and the results, you get out from your container condition check, you may did before with the help of your SAM Light App (see PPP "AICON, Guidance, Step 2, SAM App\_Container Condition Check Tutorial.pptx").
- **Never let the customer test the AICON® container functions himself first during the actual product presentation, but rather instruct the customer first in the functions.**

### Step 2: Customer demonstration

- Explain, demonstrate and concretely demonstrate the functionality, special features and advantages of the product.
- Thereby, argue in a user-oriented way.

Planning the procedure **tactically** and **strategically**

## 3.a. Procedure for the product presentation



### Step 3: Customer exploration

- Only then do customers have the opportunity to discover the product for themselves
- **Under no circumstances** should the customer explore the AICON® container **without** prior explanation

### Step 4: Answer questions

- Responding to questions

### Step 5: Further procedure

- Determine and coordinate further procedures

### Step 6: Final conclusion

Planning the procedure **tactically** and **strategically**

### 3.a. Procedure for the product presentation

„We have a new **container**“



„We have a new **sterile packaging solution**“

#### Why?

- To offer a **new and innovative solution** prevents a negative basic attitude of the customers
- The presentation of a **new product**, on the other hand, is associated with change and can lead to a negative attitude

## 3.a. Procedure for the product presentation

**FOCUS** on potential **PROJECT CUSTOMERS** rather than customers that buy bits and pieces (low volume daily sales)



### Conclusion

- Know the customer's processes
- Identify the needs / challenges of these processes
- Demonstrate how these needs / challenges can be addressed by the new AICON® container system.



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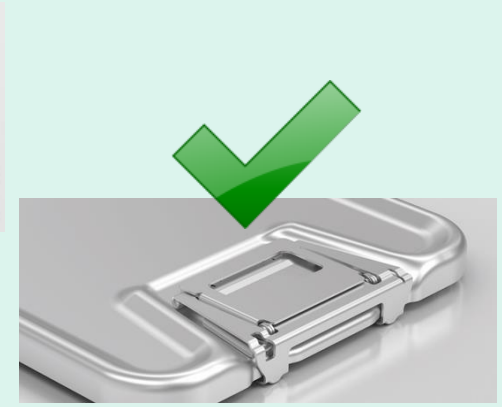
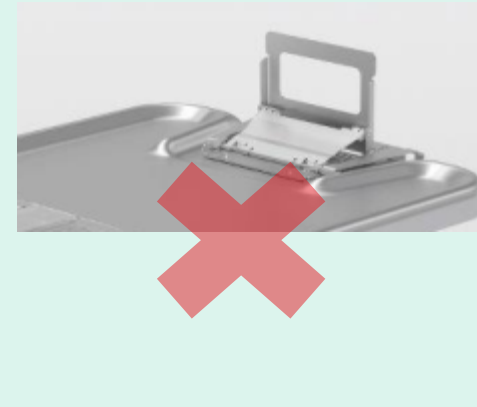
Advantages of the new AICON® container

d

The new AICON® basket

### 3.b. How does the new AICON® container work: **Lid lock**

#### Open the AICON® container

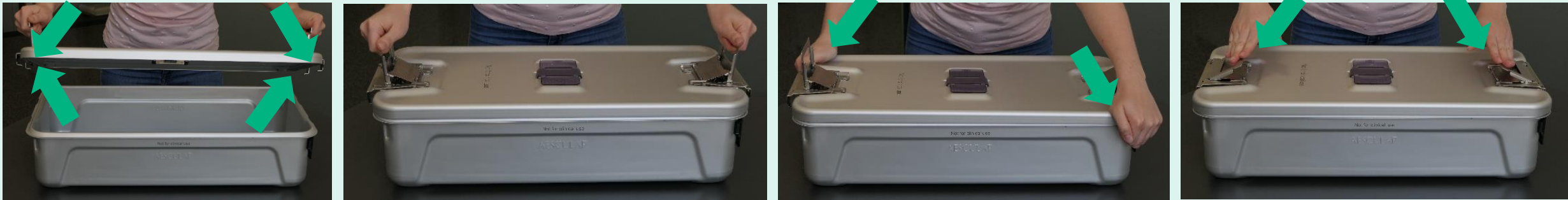


#### Procedure

1. Pic. 1: Open the lid lock.
2. Pic. 2: Place the container lid with the filter facing downwards.
3. Pic. 3 and 4: Recommendation to close the lid lock in this step.

### 3.b. How does the new AICON® container work: **Lid lock**

#### Close the AICON® container



#### Procedure

1. Pic. 1: For optimum centering, a centering aid is mounted in each corner of the gasket.
2. Pic. 2: Place the lid parallel to the bottom.
3. Pic. 3: To check whether the lid is centrally positioned before closing, grasp two corners of the AICON® container that are diagonal to each other and center the lid on the bottom.
4. Pic. 4: If it is difficult to push down the lid locks, the lid will not sit properly on the bottom. Then see picture 3 again.

### 3.b. How does the new AICON® container work: **Handle**

#### Carrying the AICON® container



#### Procedure

1. Pic. 1: Carry the AICON® container only on the provided handles.
2. Pic. 2: Do **NOT** carry the AICON® container by the lid locks.

## 3.b. How does the new AICON® container work: **Face plate**

### Removing the face plate

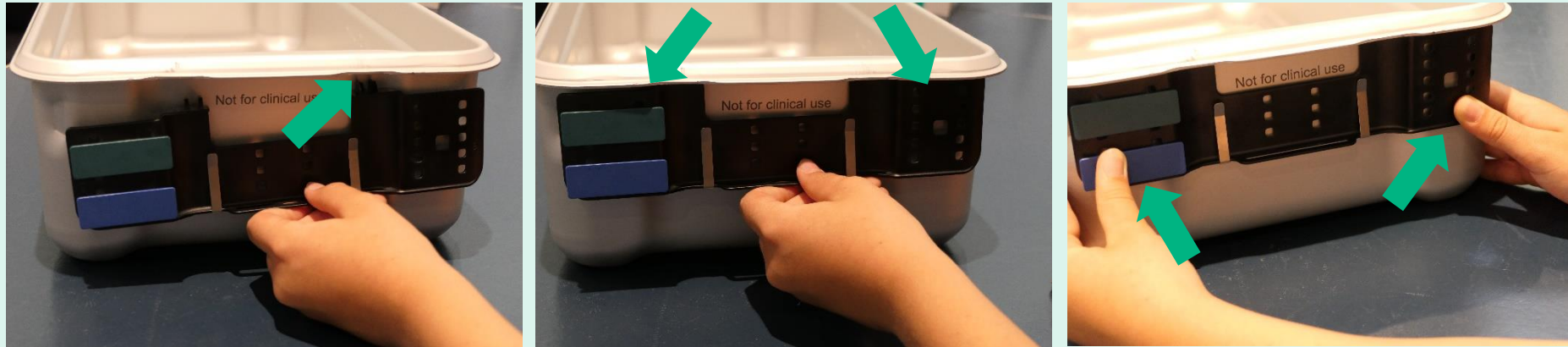


### Procedure

1. Pic. 1: Removal only works with a bottom that is **not closed** with a lid. Gripping behind the face plate with your fingers.
2. Pic. 2: Remove the face plate from the bottom with appropriate force. The face plate made of PPSU is designed for this.
3. Pic. 3: Please make sure that the face plate does not slip out of the hand or attached identification labels are not removed.

## 3.b. How does the new AICON® container work: **Face plate**

### Mounting the face plate

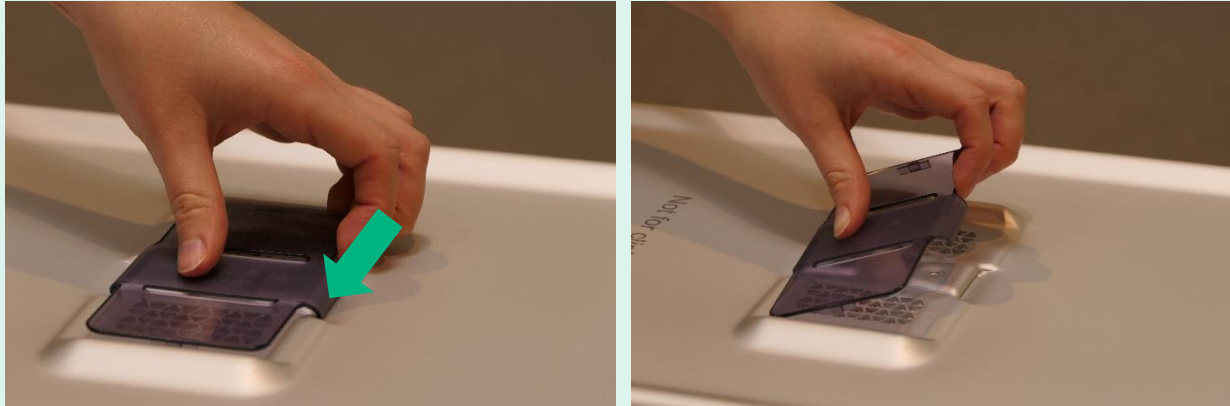


### Procedure

1. Pic. 1: Mount the face plate on one side.
2. Pic. 2: Straighten the face plate.
3. Pic. 3: Snap in with both hands on both sides.

### 3.b. How does the new AICON® container work: **Perforation field cover**

#### Removing or mounting the perforation field cover



#### Procedure

1. Pic. 1: The perforation field cover must snap into place when plugged on.
2. Pic. 2: Remove the perforation field cover from the plug in with appropriate force.



## 3.b. How does the new AICON® container work: **Filter retention plate**

### Mounting the filter retention plate



### Procedure

1. Pic. 1: Press the safety lock (two release buttons) of the filter retention plate.
2. Pic. 2: Place the filter retention plate over the single use filter and close to the lock system.
3. Pic. 3: Snap in the filter retention plate into the lock system.



## 3.b. How does the new AICON® container work: **Filter retention plate**

### Removing the filter retention plate



### Procedure

1. Pic. 1: Press the safety lock (two release buttons) of the filter retention plate.
2. Pic. 2: Lift up the filter retention plate over the single use filter.
3. Pic. 3: The filter is now exposed and can be replaced.

### 3. Product presentation

a

Procedure for the product presentation

b

How does the new AICON® container work

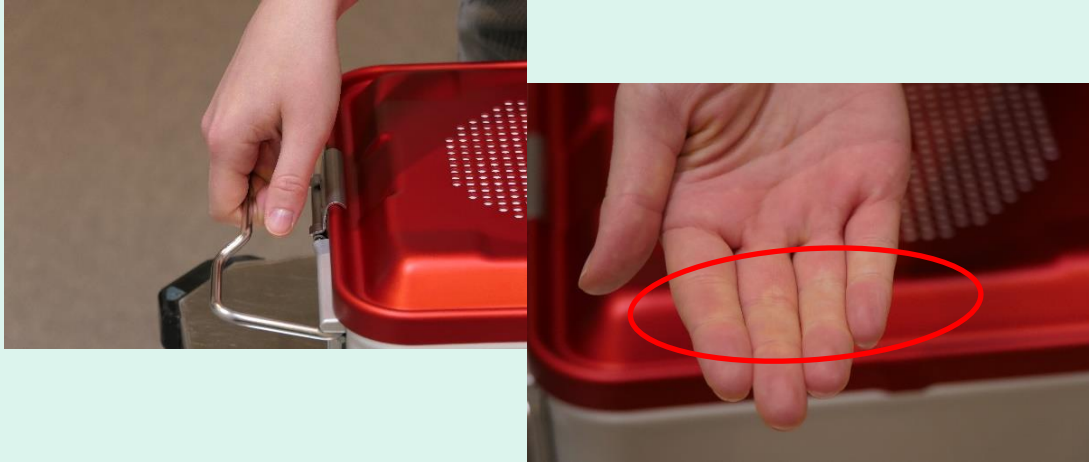
c

**Advantages of the new AICON® container**

d

The new AICON® basket

### 3.c. Advantages of the new AICON® container: **Handling of the container**



#### Previous

1. The stainless steel handles are attached to the sides of the container.
2. For purely mechanical reasons, this cause noise when the container is used.
3. The thin handles also cause pain when heavy instrument sets are transported by cutting into the users hands.



#### New

1. The handles are recessed into the side of the bottom and are therefore an integral part of the bottom.
2. This is much more comfortable for the user.
3. The use of the AICON® container is now quiet.

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**The container is much more comfortable to carry and there is no noise when handling the product.**

### 3.c. Advantages of the new AICON® container: **Sterility of the container**

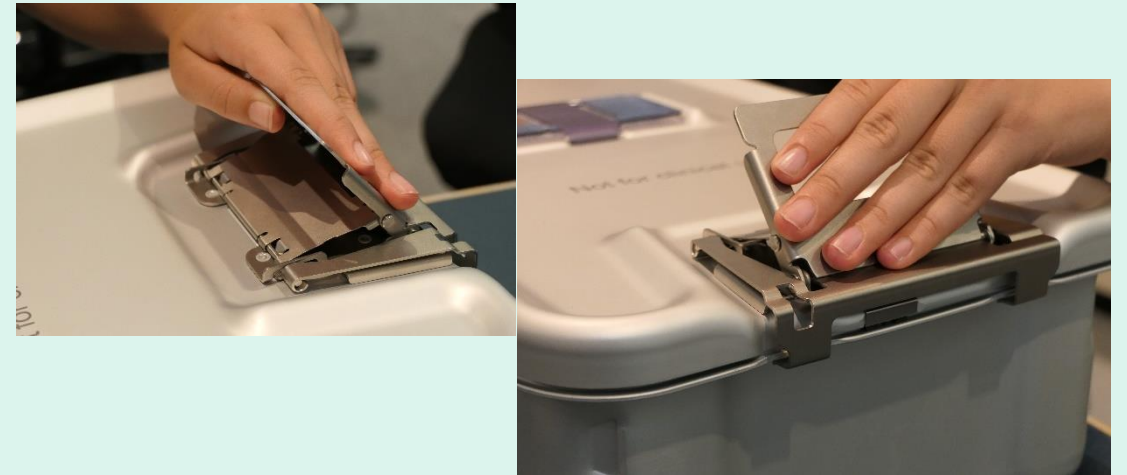


#### Previous

1. Opening the container could lead to sterility problems due to the lateral position of the locks.

REASON:

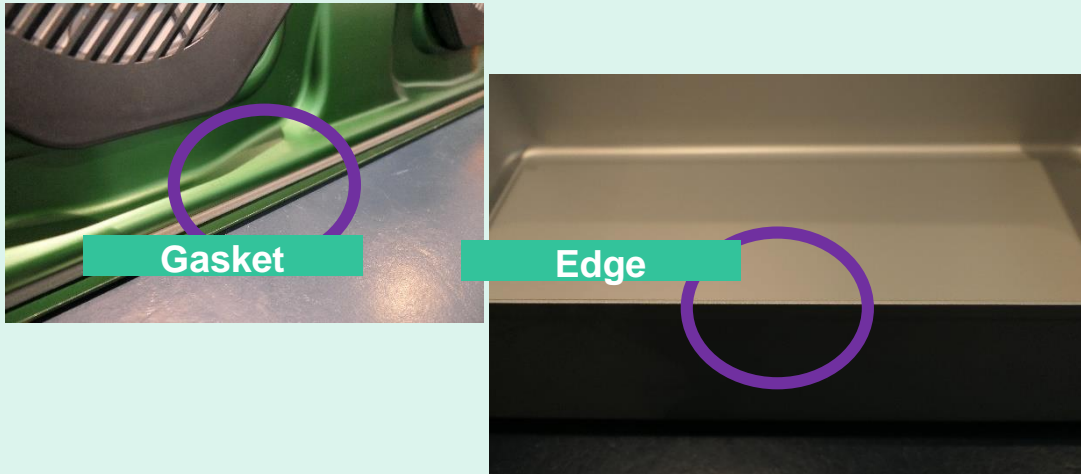
Hands are located close to the edge of the container.



#### New

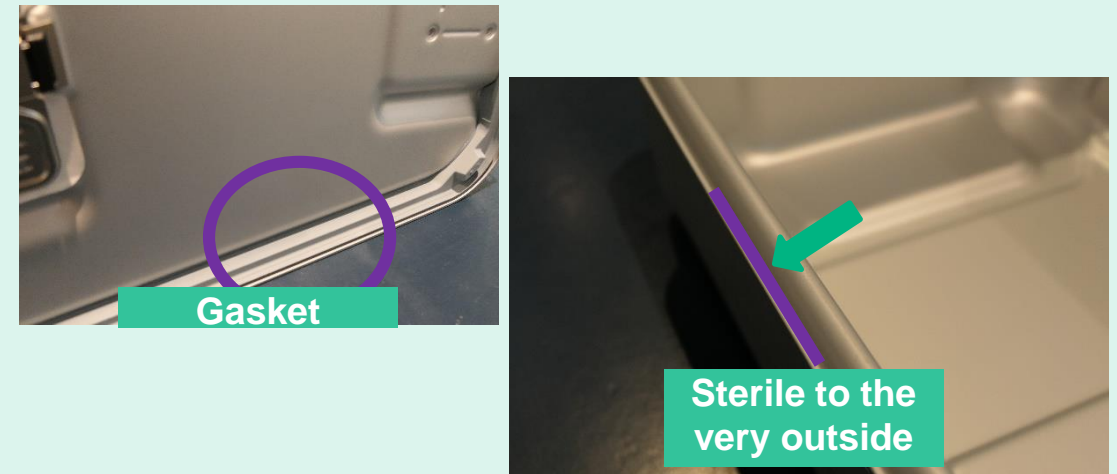
1. The AICON® container is opened from above so that hands cannot get near the edge of the container.

### 3.c. Advantages of the new AICON® container: **Sterility of the container**



#### Previous

1. The gasket of the lid sits directly on the edge of the bottom.
2. Discussion about the sterility of this bottom edge.



#### New

1. The gasket sits on the flanged edge and closes on the outside.
2. **Sterility** of the **bottom edge** is **guaranteed**.
3. In addition, you can now use this flanged edge to **carry the AICON® container**.



### 3.c. Advantages of the new AICON® container: **Flexibility of the container marking**



#### Previous

1. The content of the container is made identifiable by small labels
2. The labels are pushed from the outside into holders, which are fixed on the container for this purpose.
3. This way of marking contains not really a flexibility.



#### New

1. The marking is done by small plastic plates, which are clipped to the flexible face plate of the container.
2. The face plate can be cleaned together with instruments.
3. The face plate can then be placed on a free bottom at the packing station.
4. This type of marking is completely flexible.

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**Due to the completely flexible marking of containers, sieves and containers can be separated from each other. This results a process optimization, as there is no need to wait for the "only right" container on the clean side.**

### 3.c. Advantages of the new AICON® container: **Flexibility of the container marking**



#### Previous

1. Labels are pushed into a device provided for this purpose.



#### New

1. New label solution from Aesculap: AICON® Label all in one.
2. Labels can be affixed directly to the AICON® container.
3. After the operation, the label can be removed from the AICON® container without adhesive residue and stuck into the patient file for documentation.

### 3.c. Advantages of the new AICON® container: **Check of single use filter**



#### Previous

1. The container lid has two large perforation fields.
2. To check the sterility of the content of the container, the lid must be removed and the color change of the filter indicator has to be checked. This is only done in the operating theatre during preparation for the operation.



#### New

1. There is only a small perforation field left.
2. A transparent perforation field cover **allows the visual colour change** of the filter indicator **to be checked** after sterilisation or when the AICON® container is removed from the sterile goods store.

In addition, **less consumables** are required.

**Optimization of internal clinical processes by determining the sterility of the instruments long before the operation. In addition, more space is available in the AICON® container for storing instruments.**



### 3.c. Advantages of the new AICON® container: **Stability of the container**



#### Previous

1. The inner walls of the bottom and the inner floor of the bottom are smooth.



#### New

1. The inner walls of the bottom and the inner floor of the bottom are **shaped** to give the container **more stability**.
2. The **material thickness** has been increased to **2 mm**.

### 3.c. Advantages of the new AICON® container: **New size of the container**



#### Previous

1. The bottoms are available in the following heights (in mm):  
120; 135; 185.



#### New

1. The trays are available in the following heights (in mm):  
100; 150; 200; 250,
2. This allows to **stack AICON® containers** to a total height of **300 mm** and making the best possible use of the loading heights in the sterilizers.

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**The new AICON® basket**

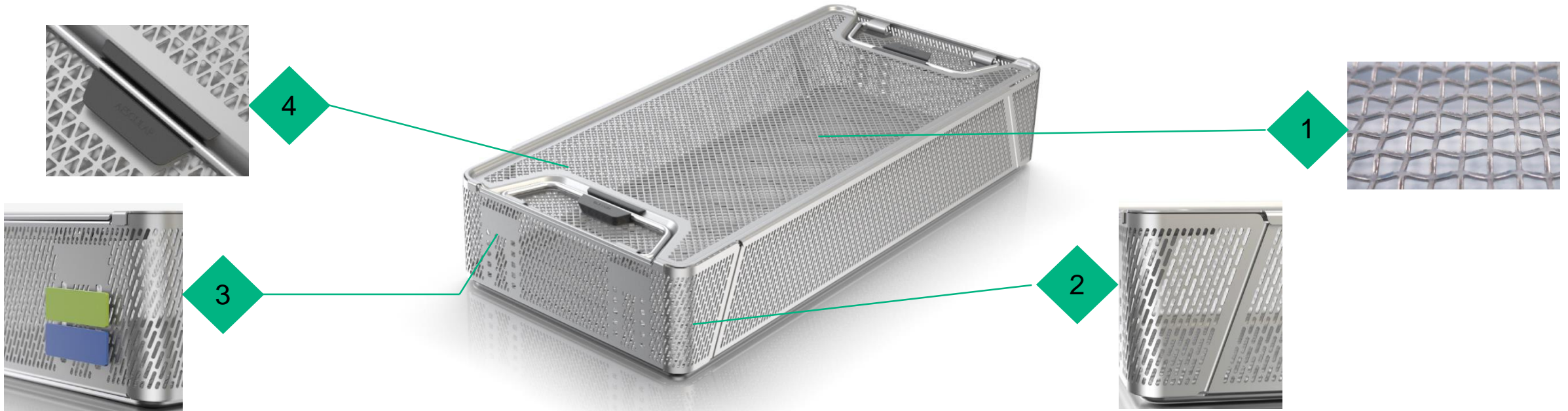
### 3.d. The new AICON® basket



#### In general

- “Flow Design”
- Trapezoidal shapes and bevels
- Overall "designed" appearance between AICON® container and AICON® basket
- Ideally matched

### 3.d. The new AICON® basket



#### Advantages

1. New floor perforation design
  - Instruments can no longer slip due to the 3D structure of the perforation and lie firmly on the floor
2. New angled shape of the side slits
  - There is no longer any risk of injury, as the corner edges have been rounded off
3. New versatile marking possibilities thanks to clip system
  - The AICON® basket can be equipped with the plastic plates, which are attached to the face plate of the AICON® container. This takes up the idea of forming a container pool
4. New lid design with integrated handle holder

### 3.d. The new AICON® basket

