

Dear Readers,

Welcome to the latest issue of *everyday eakin*! 🌟

Firstly a huge thank you to everyone who dropped by our stand at ECET 2011 in Bologna. At the Conference we were displaying our full product range which was a great success. And in September we also made our first visit to the European Society for Clinical Nutrition and Metabolism (ESPEN) Conference in Gothenburg

to promote the Surround Skin Protector.

The Eakin rebrand is now well underway with Wound Pouches changing over to the new purple and white packaging in November. You will find a progress report on the rebrand inside.

And finally congratulations to Tom Eakin who has been awarded 'Family Business Director of the Year' as well as runner-up in the 'Overall

Director of the Year' at the UK IOD Director of the Year Awards 2011 held recently.

Enjoy this issue!

Best Wishes

Elaine



Eakin sponsor the British Transplant Games



Pictured with Jeremy Eakin, Managing Director of TG Eakin Ltd, are Racheal McCrea (9), Dylan Smyth (7) and Megan Mullen (17) all of whom have received organ transplants.

TG Eakin Ltd were pleased to be Gold Sponsors of the recent British Transplant Games held in Belfast.

The Transplant Games were formed to help encourage transplant patients to regain fitness and to promote friendship and co-operation between individuals concerned with transplantation, whilst also increasing public awareness of the value of organ donation.

Now an annual event, the Games take place over 4 exciting days during which approximately 700 competitors aged

between two and 80 years old (all recipients of a life-saving organ transplant) compete in sports and attend a range of events with their families.

Commenting on the event, Jeremy Eakin said "It was a privilege to sponsor the Games and support the campaign to increase the number of people on the Organ Donor Register. Many of us have family or friends who have benefited from an organ transplant and have witnessed the new opportunity for life which a transplant can bring. These games are a celebration of that gift of life."



Family Business Director of the Year



Tom Eakin receiving the 'Family Business Director of the Year Award 2011'

Congratulations are extended to Tom Eakin who has been awarded 'Family Business Director of the Year' as well as runner-up in the 'Overall Director of the Year' at the UK IOD Director of the Year Awards 2011 held recently.

Open to directors from across the business spectrum, the IOD Director of the Year Awards UK selects regional winners from across the UK to then compete for the overall title. So having won the Northern Ireland award for 'Family Business Director of the Year' back in December 2010, Tom was then shortlisted for the UK award.

And on Friday 23rd September he joined the UK finalists at the Lancaster Hotel in London for an afternoon of celebration with award host Michael Portillo, where Tom Eakin was crowned the overall winner in the Family Business category, despite tough competition.

Given the current economic conditions, the judges were looking for individuals who have continued to prosper. They were most impressed with how Tom has

developed the Eakin Group of Companies from a manufacturing start-up in 1974 to a 4 company organisation employing more than 200 people.

Commenting on the Awards, the Northern Ireland Minister for Employment & Learning, Danny Kennedy, said "Excellent leadership, provided by well qualified managers, is central to our vision for skills and today's winners demonstrate the outstanding talent which exists among Northern Ireland's business leaders. By nurturing these skills, businesses - and indeed Northern Ireland - will reap the rewards of competitive advantage and long-term economic success."

Congratulations to Tom on a well deserved achievement!

A new face at Eakin



Richard Taylor who has taken up a new role at Eakin

Welcome to Richard Taylor who has just taken up a new role within Eakin, as Inventory Controller.

Richard graduated from University of Ulster in July 2011 with a degree in Transportation.

At Eakin he will be working closely with Alan Dunwoody, our Production Manager, and will have responsibility for monitoring stock control, placing orders, delivery inspection, etc.

Feedback

With our rebrand now well underway we would be delighted to hear your feedback on packaging, brochures, website, etc.

With regard to our website if there is anything you would like added to the Distributor Log-in section please let us know. Also we would welcome your suggestions for a new topic for the Eakin Poll on our homepage so please forward your ideas.

The Eakin rebrand to date

The Eakin rebrand is progressing well and by now you should hopefully have started to receive the new-look Cohesive® packaging in your recent orders.

The timeline for the remaining product groups has changed slightly due to stock levels so the rebranding timeline below has been updated accordingly:



For further information on the Eakin rebrand please contact your Business Development Manager.

How does it look?



New Cohesive® Counter Displays



New Exhibition material



New Brochures



New Adverts



New Packaging

Coming up in November 2011...

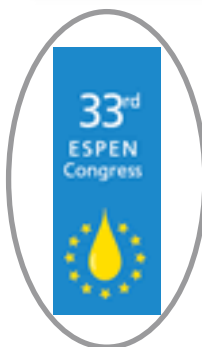


New Wound Pouch branding

In November 2011 the Eakin Wound Pouch range will be rebranding to the fresh new purple and white design across cartons, lids, pack inserts and brochures. The quality of the cartons will remain exactly the same, with the stronger cardboard still being used for the XL and XXL pouches.

From 1st November the rebranded Wound Pouch brochure, which includes the two new sizes, 839267 and 839268, will be added to the Eakin website. If you have yet to respond with brochure changes/ approval please do so as soon as possible.

ESPEN Conference, Gothenburg



In September, TG Eakin Ltd made their first visit to the ESPEN (European Society For Clinical Nutrition and Metabolism) Conference in Gothenburg as exhibitors.

Now an annual event, ESPEN covers a broad range of scientific areas relating to nutritional science and was very well attended by Doctors, Clinicians and Dieticians from around the world.

The Eakin product focus for this event was the Surround Skin Protector which has a variety of uses in the nutritional care field. The demographic of this conference was very different than any event that Eakin have attended before and the product received a great response from the attendees.

Due to this success, Eakin hope to attend the conference again next year which will be held in Barcelona in September 2012. Your Eakin Business Development Manager will

have forwarded you the details of any attendees from your markets that requested further information.



Stuart Menary (TG Eakin Ltd) and Maud Jägerman of MCare, Sweden pictured at the Eakin booth

Eakin attend their first Conference in Russia



Mary Rickard (TG Eakin Ltd) pictured with representatives from Vogt Medical, Russia

TG Eakin Ltd have recently attended our first conference in Moscow, along with our Russian distributor Vogt Medical.

The 5th International Conference by the Russian School of Colorectal Surgery was attended by hundreds of surgeons, coloproctologists, oncologists, gastroenterologists and other specialists from all over Russia.



At the event we were displaying Eakin Cohesive® Seals, Cohesive® Paste and Wound Pouches - all of which are entirely new to the Russian market. The Eakin Wound Pouches in particular received a great deal of interest from the local surgeons.

Upcoming Events

OCTOBER 2011

- ★ **5th - 6th:** V&VN, Ede, Holland
- ★ **6th - 7th:** ET Conference, Kuopio, Finland
- ★ **12th - 14th:** 3rd All-Russian Congress of Coloproctologists, Russia
- ★ **13th:** AFET Congress, Ecully, France

OCTOBER 2011

- ★ **22nd - 23rd:** WCS, Utrecht, Holland
- ★ **25th - 26th:** Romanian Congress of Urology in Timisoara, Romania
- ★ **28th - 29th:** Central European Meeting of Urologists in Timisoara, Romania

NOVEMBER 2011

- ★ **2nd - 3rd:** SVS, Nottwil, Switzerland
- ★ **6th - 8th:** FS Congress, Denmark
- ★ **12th:** ET Conference, Linz, Austria
- ★ **25th - 26th:** Intensivtage, Potsdam, Germany

For further details on any of these events, please visit our website and under the 'News' tab select 'Events' to view our new Events Calendar.