

Partner Concierge

Sample Collateral

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3. Solution Briefs and Sales Flyers
4. Product Focused Brochures
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6. Website Development and Hosting
7. Event and Tradeshow Theme and Graphics

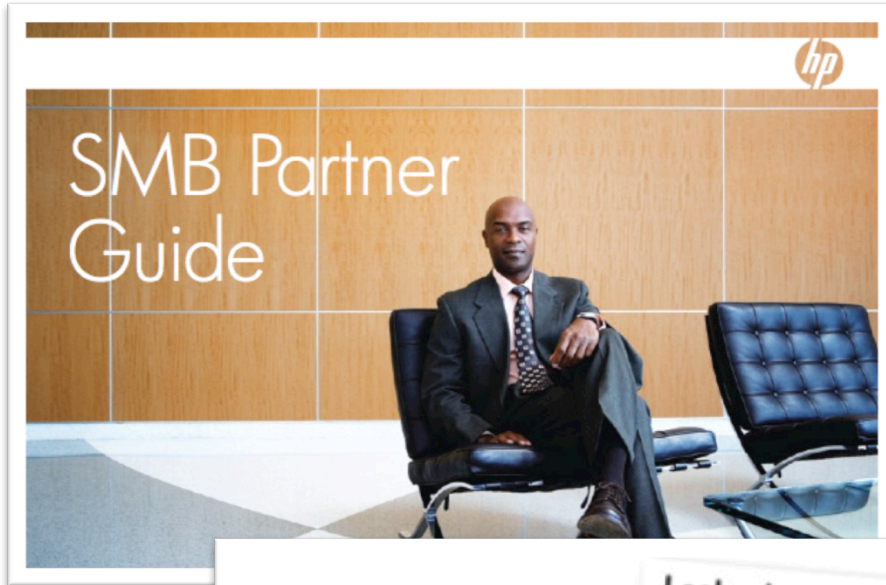
For more information please contact

Walter Mikaelian

480.350.7999

Walter@PartnerConcierge.com

Solution Focused Direct Mail



Product Focused Direct Mail

5 things you can do NOW to reduce your environmental impact and printing costs!



4. Digitize workflows
By capturing and delivering documents digitally, you can speed workflow processes, reduce your number of printers and lower your overall costs.

5. Assess your printing environment
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Partner information goes in this second paragraph and can be about 25 words. These two sentences combined are 25 words and take up this much space.

A brief call-to-action goes in this third paragraph. Don't forget to include your web address and phone number.

Your Logo Here



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Solution Briefs/Sales Flyers

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Intel Centrino vPro

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| • Savings on 4yr. maintenance at \$150/yr. | -\$600 |
| • Elimination of Phone Line @ \$25/Month (4 Years TCOM savings) | -\$1,200 |
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hp

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Application Brief

Blood Bag Labeling



Industry: Healthcare

Products: Division 1 Blood Bag Label (DBL) (102) (964)

Region: North America

Typical Applications: Blood bag labeling

Customer Benefits:

- Available blood bag tracking with durable labels
- Assured compliance with government and industry standards
- Application resistant adhesive and face sheet to maintain bond with flexible technology during processing and handling
- Durable, high contrast print for consistent scanning performance
- Reduced total cost of ownership with the pre-install replacement program when Intermec, media and printers are used together

Industry Need

With nearly 5 million Americans requiring blood transfusions annually, there is a tremendous need for blood products to supply these important therapies. Blood banks and collection centers require robust labels to reliably track blood from the donor to the final recipient. These labels need to survive multiple processing, testing, and storage steps through challenging environmental conditions. Intermec's blood bag labeling product set enables durable, positive tracking of these critical components.

Bar coded blood bag labels enable the high degree of accuracy required for successful transfusion therapy. Clearly identified blood typing prevents serious complications that could result from donor type mismatching. Different blood components and storage conditions entail varying shelf life, clear expiration date identification guarantees patients receive only safe, effective products. Formats configured in compliance with ISBT-128 standards provide interoperability with multiple collection centers, processing facilities, and hospital systems.

In order for essential data to follow the contents of the blood bag, labels must endure a series of challenging conditions. Labels must maintain a strong bond to the flexible blood bag during centrifugation while whole blood is separated into components. Labels must remain positively attached during standard or cryogenic freezing (plasma and some red cells), refrigeration (red cells), or continuous shaking at room temperature (platelets). The bond must then be maintained during warming, which often includes immersion in a water bath.

Beyond the physical performance needs, blood bag labels must also meet regulatory requirements. The United States Food and Drug Administration mandates compliance with 21 CFR 312.50 to increase safety of blood components of the adhesive through the practice on the blood bag.

Reference Links:

Standard for the Uniform Labeling of Cellular Therapy Products Using ISBT 128 <http://www.fda.gov/oc/ohrt/labeling/labeling.html>

FDA Guidance for the Uniform Labeling of Blood and Blood Components <http://www.fda.gov/cdrh/cdrh/ohrt/labeling/labeling.html>

Guidelines for Compliance with ISBT-128 <http://www.fda.gov/cdrh/cdrh/ohrt/labeling/labeling.html>

Intermec Solution

Intermec's blood bag label products are designed for the needs of this critical tracking application. An aggressive adhesive secures the label to the blood bag, the pliable face sheet flexes with it during centrifugation and multiple handling steps. DBL is a wide service temperature range. Intermec labels remain positively attached through the broad range of blood component storage temperatures. Qualification testing through multiple freeze-thaw cycles ensures labels readily endure the harsh treatments commonly encountered.

Intermec Printers & Media



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- 6 How will you provide and manage user support?
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