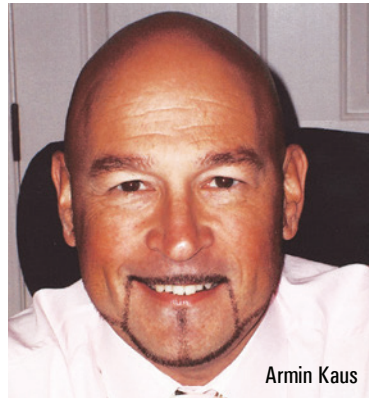


MED-Fibers

Offering Cost-effective Surgical Laser Fiber Products

Drop down on reimbursement to the hospitals and physicians by the insurance companies a few years ago, has had a massive impact on everyone, including manufacturers of medical devices. Price reduction became very challenging for small and mid-sized manufacturers, unlike huge corporations that offer package deals and can adjust their pricing on a variety of products. Small manufacturers go through the continuous struggle to provide a high-quality product at a reasonable price and maintain market shares at the same time. MED-Fibers, a precision surgical laser fiber manufacturer, dealt with this issue by streamlining their production to increase the quantity in the same timeframe to keep the costs lower than its competitors. ISO, FDA, and CE certified, MED-Fibers offers the highest quality surgery devices, including custom made and custom labeled surgical fibers at reasonable pricing. The company brings out surgical laser fibers for surgical applications in the vascular, urology, and general surgery market. MED-Fibers also offers baskets such as stone baskets and is in the final developing stage of single-use ureteroscopes. Surgeries such as stone procedures require fiber, baskets, and ureteroscope. As such, the company is capable of delivering package deals.

Taking pride in its offerings, Armin Kaus, president and CEO of MED-Fibers, asserts that MED-Fibers' RadialTip surgical laser fibers are of the highest quality standards and have necessary markings for a safe and proper procedure. Furthermore, the extensive quality assurance inspections and 24/7 assistance to the client, enables MED-Fibers to stay ahead from its competitors in the market. Even Kaus is always prepared to help surgeons with operating room problems at any time. "Our support and sales are always on the toes to provide assistant and guide physicians and consumers at any hour



Armin Kaus

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to solve challenges of surgical room and procedures in the real-time,” says Kaus.

With its product quality, customer service, and on-time delivery, MED-Fibers has established a strong foothold in the market since its inception in 2012 and successfully won the loyalty of clients with 100 percent client satisfaction. To meet customers' expectations, MED-Fibers provide services according to consumers' needs and make necessary adjustments in their offerings and products in tune to market changes. From a work culture standpoint, the company focuses on ongoing training and keeps rotating the job role and responsibilities to make each employee understand the whole process of manufacturing. This keeps the process such as manufacturing, pull testing, sterilization run in a cycle flowing, and does not hamper the work in the absence of any employees. Selective staff is sent out for external training who, in turn, train the other employees internally what they have learned in outside training and human interactions. MED-Fibers makes improvements regularly in the products by following evaluation processes to get customers' feedback.

Continuously introducing new products or advanced products each year for the last six years, MED-Fibers is ready to add a new product to its list in the upcoming urology show at AUA 2020. With its innovative approach, the company makes

sure to bring out a new product for future generations for laser technology in the markets before even launch of that generation of the laser. Well-established in the US and European markets, MED-Fibers aims to spread its presence globally and started working on foraying middle eastern as well as the Asian market. The company's staff takes a strategic approach to take MED-Fibers to the next level by attaching market segments of a single market and then move to the other. **MF**