

Business and Branding Transitions

Q: What is the relationship between SteadMed Medical and Urgo Medical?

A: Urgo Medical has merged with SteadMed Medical. Effective September 25, 2018, the joint company will be known as Urgo Medical North America.

Q: Will anything change regarding the newly formed Urgo Medical North America versus SteadMed Medical?

A: Yes, SteadMed Medical will become known as Urgo Medical North America and will assume all of the TRIACT Technology products. Our sales organization, product offerings, and location will remain the same.

Q: What is the relevant dynamic between Hollister Incorporated and SteadMed Medical?

A: Hollister transitioned the product support responsibilities of the Restore products with TRIACT Technology to SteadMed Field Sales Personnel, effective July 18, 2018.

Q: What is different about the TRIACT products versus the rest of the Restore portfolio?

A: TRIACT Technology refers to the Technology Lipido-Colloid (TLC) Restoring Matrix product created and patented by Urgo Medical based in Paris, France. The other Restore products do not contain this TLC Restoring Matrix.

Q: Will Hollister branding be affected by SteadMed assuming the TRIACT products?

A: Yes. In 2019, customers can expect to receive the same product they know and love, but with new branding as UrgoTul. The descriptor, TRIACT Technology, will also be updated to TLC Healing Matrix. Product codes will not change.

Q: What is UrgoTul?

A: In the simplest terms, UrgoTul will be the new name for the Restore Contact Layer Flex with TRIACT Technology.

See the chart below for the product description cross-reference:

Product Code	Former Description	New Description & Branding
550762	TRIACT Foam with Silicone Border, 4" X 4"	UrgoTul Absorb Border, 4" X 4"
550763	TRIACT Foam with Silicone Border, 6" X 6"	UrgoTul Absorb Border, 6" X 6"
550764	TRIACT Foam with Silicone Border, 6" X 8"	UrgoTul Absorb Border, 6" X 8"
550765	TRIACT Foam with Silicone Border, SACRAL 8" X 8"	UrgoTul Absorb Border, SACRAL 8" X 8"
506487	Restore Contact Layer FLEX with TRIACT Technology, 2" X 2"	UrgoTul Contact Layer, 2" X 2"
506488	Restore Contact Layer FLEX with TRIACT Technology, 4" X 5"	UrgoTul Contact Layer, 4" X 5"
506489	Restore Contact Layer FLEX with TRIACT Technology, 6" X 8"	UrgoTul Contact Layer, 6" X 8"
509341	Restore Contact Layer Silver with TRIACT Technology, 4" X 5"	UrgoTul Ag/Silver Contact Layer, 4" X 5"
509342	Restore Contact Layer Silver with TRIACT Technology, 6" X 8"	UrgoTul Ag/Silver Contact Layer, 6" X 8"
509345	Restore Silver Foam with TRIACT Technology Non-Border, 4" X 4"	UrgoCell Ag/Silver Foam Non-Border, 4" X 4"
509346	Restore Silver Foam with TRIACT Technology Non-Border, 6" X 8"	UrgoCell Ag/Silver Foam Non-Border, 6" X 8"
509380	Restore Foam with TRIACT Technology Non-Border, 2.5" X 2.5"	UrgoTul Absorb, Non-Border Foam, 2.5" X 2.5"
509381	Restore Foam with TRIACT Technology Non-Border, 4" X 4"	UrgoTul Absorb, Non-Border Foam, 4" X 4"
509382	Restore Foam with TRIACT Technology Non-Border, 6" X 6"	UrgoTul Absorb, Non-Border Foam 6" X 6"
509384	Restore Foam with TRIACT Technology Non-Border, HEEL 4.7" X 7.5"	UrgoTul Absorb, Non-Border Foam, HEEL 4.7" x 7.4"

Product Support

Q: What products are included in this transition?

A: 22 products will be transitioned. This includes the TRIACT Foam and the Restore products with TRIACT Technology, such as the Contact Layers. (See below for the listing of SKUs impacted.) The non-TRIACT Restore branded products will stay with Hollister and still be available by contacting Hollister Incorporated Customer Service.

TRIACT and Restore products with TRIACT Technology currently sold in the US:

Product Code	Product Description
550762	TRIACT Foam with Silicone Border, 4" X 4"
550763	TRIACT Foam with Silicone Border, 6" X 6"
550764	TRIACT Foam with Silicone Border, 6" X 8"
550765	TRIACT Foam with Silicone Border, SACRAL 8" X 8"
506487	Restore Contact Layer FLEX with TRIACT Technology, 2" X 2"
506488	Restore Contact Layer FLEX with TRIACT Technology, 4" X 5"
506489	Restore Contact Layer FLEX with TRIACT Technology, 6" X 8"
509341	Restore Contact Layer Silver with TRIACT Technology, 4" X 5"
509342	Restore Contact Layer Silver with TRIACT Technology, 6" X 8"
509345	Restore Silver Foam with TRIACT Technology Non-Border, 4" X 4"
509346	Restore Silver Foam with TRIACT Technology Non-Border, 6" X 8"
509380	Restore Foam with TRIACT Technology Non-Border, 2.5" X 2.5"
509381	Restore Foam with TRIACT Technology Non-Border, 4" X 4"
509382	Restore Foam with TRIACT Technology Non-Border, 6" X 6"
509384	Restore Foam with TRIACT Technology Non-Border, HEEL 4.7" X 7.5"
509393	Restore LITE Foam with TRIACT Technology Non-border, 2.5" X 2.5"
509394	Restore LITE Foam with TRIACT Technology Non-border, 4" X 5"
509395	Restore LITE Foam with TRIACT Technology Non-border, 6" X 6"
509396	Restore LITE Foam with TRIACT Technology Non-border, 6" X 8"
509387	Restore Foam with TRIACT Technology Border, 4" X 4"
509388	Restore Foam with TRIACT Technology Border, 6" X 6"
509389	Restore Foam with TRIACT Technology Border, 6" X 8"

Q: Who carries these products?

A: All of the major distributors and DME companies carry the TRIACT and Restore products with TRIACT technology and will continue to carry them after the rebranding to UrgoTul.

Q: Will box quantity or box dimensions change?

A: There will be no changes to product, box quantity or box dimensions during 2018.

Q: Can I request samples?

A: Yes. Please contact your Urgo Medical North America account manager, who will provide samples for any committed evaluations or other needs. To locate your local account manager, please call Urgo Medical North America Customer Service at 1-855-888-8273.

Q: Will any products be discontinued?

A: Yes, there are 4 SKU's of the Restore LITE Foam with TRIACT Technology that will be discontinued once their inventory levels have been depleted. Here is a list of those products along with a recommended replacement:

Product SKU	Product Description	Status	Replacement Product SKU & Description
509393	Restore LITE Foam with TRIACT Technology Non-border, 2.5" X 2.5"	To be phased out when inventory is depleted or by 01/18/19	509381 – Restore Foam with TRIACT Technology Non-border, 2.5" x 2.5"
509394 (Sold Out)	Restore LITE Foam with TRIACT Technology Non-border, 4" X 5"		509381 – Restore Foam with TRIACT Technology Non-border, 4" x 4"
509395	Restore LITE Foam with TRIACT Technology Non-border, 6" X 6"		509382 – Restore Foam with TRIACT Technology Non-Border, 6" x 6"
509396	Restore LITE Foam with TRIACT Technology Non-border, 6" X 8"		509382 – Restore Foam with TRIACT Technology Non-Border, 6" x 6"

Q: Do you still have Drawtex and Vashe?

A: Yes. Drawtex and Vashe are part of our product portfolio.

Q: We utilize the Restore products. I need inservicing on all of them. Who do I call?

A: Urgo Medical North America is your contact for all Restore products with TRIACT technology. For any Restore product without TRIACT technology, your contact is Hollister Incorporated.

Q: The TRIACT products are going to VAC committee. Who will help me finalize any details regarding this approval?

A: Urgo Medical North America, formerly SteadMed Medical, field sales personnel. They are the same SteadMed field personnel you know and trust to provide product support for all the formerly branded SteadMed products and the new Urgo Medical products. To get in contact with your local account manager, email info@steadmed.com or call 1.855.888.8273.

Q: I am currently running an evaluation, who is supposed to help me?

A: Urgo Medical North America, formerly SteadMed Medical, field sales personnel. To get in contact with your local account manager, email info@steadmed.com or call 1.855.888.8273.

Orders

Q: From where do I order products going forward?

A: Please continue to order through Hollister Incorporated until January 18, 2019.

Q: When will I start ordering from Urgo Medical North America?

A: January 18, 2019, is the last day to place an order through Hollister Incorporated. As of January 19, 2019, Urgo Medical North America will assume all ordering and logistics responsibilities.

Q: If I have a question about a recently placed order, what do I do?

A: Prior to January 18, 2019, contact Hollister Customer Service by calling 1.800.323.4060. Starting January 19, 2019, contact Urgo Medical North America Customer Service by calling 1.855.888.8273.