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Company Profile

History

Since its inception in 1924, in Stanton, Ohio and its present world Headquarters in Wilmington, Ohio, the Ferno Group of Companies has become a global leader in the manufacturing and distribution of professional emergency, mortuary and health care products.

Export and Distribution Strategy

Ferno exports products into an ever-increasing number of countries in all parts of the world. Ferno now export into over 100 countries and is represented exclusively in at least one product line in over 65 countries.

Ferno's export strategy focuses upon the establishment of business partners and our delivering on financial commitments to growing Ferno's business within a country. By forming an association with an established resident and/or business entity, we have been able to utilize that person's or business entity's knowledge of the customary business practices in their country. In addition, we provide products that meet the standards and expectations particular to the country. The relationships in each location have proved invaluable in adapting and introducing innovative equipment, not only for a particular country, but also for sharing unique ideas, which impact product development that is shared globally.

Ferno's distribution channels include exclusive and non-exclusive distributors and partially owned subsidiaries. Ferno has a financial commitment to each of its distributors; and, therefore, is totally supportive of the distributor's efforts to promote and sell Ferno equipment. This distribution system has been a major reason for the success of the company internationally.

Ferno has wholly-owned subsidiaries in Australia, Canada, England, Italy, Japan, Mexico, Switzerland, and *minority* ownership of our distribution companies in France and Germany. In addition, Ferno utilizes warehouse facilities located in the United Arab Emirates for products distributed throughout the Middle East.

In addition to making financial commitments to distributors and partially owned subsidiaries, Ferno also manufactures products in Bradford, England; in Brisbane, Australia; in Koeln, Germany; and in Bosaca, Slovakia to support unique needs for specific areas. It is Ferno's strategy to work through its distributors to assist in writing standards and specifications in trading areas or countries throughout the world.

A typical example is the current CEN Committee in the EEC. Twelve of the fourteen CEN Committee members writing pre-hospital emergency medical standards are Ferno distributors. To support this, Ferno has an International Medical Advisory Committee of emergency-room



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physicians from throughout the world who meet to provide professional guidance and product evaluations.

Ferno has made a major breakthrough in especially competitive international markets by developing unique approaches, which provide an edge for Ferno over the competition. Through our global distributor network, we believe Ferno has proven the value of service both before and after the sale. We are able to deliver the products required by our customers and the service that the customer expects.

Quality is and always has been the cornerstone of Ferno's reputation; and, our high standards have made Ferno the industry leader in the international market. While Ferno remains competitive in price, innovation and quality are our top priorities.

Present International Activities and Future Expansion Goals

Ferno demonstrates outstanding success and consistent growth exporting products to foreign markets. This can be verified with Ferno's maintaining a sizable volume over the past three years while overcoming the barriers of locally manufactured products, the exchange rate versus the value of the dollar, and worldwide recession. Ferno's ability to increase Ohio-originated international commerce has enhanced the economic prosperity for Ohio, and its strategic and operational ability to excel in world-class commercial and industrial competition.

Providing novel and successful solutions to problems of export trade, Ferno has made significant contributions to marketing promotion programs. In the past five years, Ferno has introduced these new products into United States export trade: the adjustable WizLoc Immobilization Collar, the Multi-Level Roll-In Mobile Transporter, the PediPac Child Immobilization Device, the 65 Scoop EXL Extrication Device, and the Track Chair. Today, these products – and more to come – minimize injuries and save lives throughout the world.

An Evitable and Trustworthy Corporate Entity

Ferno-Washington, Inc. is the world's leading manufacturer and exporter of emergency patient-handling/transport equipment, search and rescue equipment, mass incidence response equipment and supplies, mortuary products, hydrotherapy, and industrial safety products. One of Ferno's fundamental goals in business is to define and cultivate mutually beneficial relationships; therefore it is our firm belief that integrity is the most important characteristic a company can possess. Ferno's mission is to satisfy our customer with innovative, cost-effective products that improve health care delivery for caregivers and those they serve. Ferno is committed to being responsible and respected corporate citizens in our homeland, as well as in the foreign communities in which we operate.