

TIDI Products Overview



Who is TIDI?

TIDI exists to support caregivers and protect patients.

TIDI has a history of providing forward-looking solutions to healthcare professionals—solutions that help reduce the risk of contamination and deliver the highest-quality patient care.

Each day, caregivers turn to **TIDI** for a supply of user-friendly, compliance-enhancing, and risk-reducing solutions.

The **TIDI** portfolio of brands includes Posey[®], TIDIShield[®], C-Armor[®], Sterile-Z[®], PenBlade[®], Grip-Lok[®], and Zero-Gravity[®].



What We Believe

TRUE NORTH

CORE VALUES

- Understand our customers
- Assure a safe work environment
- Encourage individual development
- Work as a team
- Be honest
- Keep our commitments

PURPOSE

Support Caregivers.
Protect Patients.

GUIDING PRINCIPLES

- **ALIGN:** Think systemically and ensure constancy of purpose
- **ENABLE:** Lead with humility and respect every individual
- **IMPROVE:** Focus on process, embrace scientific thinking, flow and pull value, assure quality at the source, and seek perfection

Purpose

We exist to support caregivers and protect patients.



Support Caregivers.
Protect Patients.



Core Values

We will hold ourselves, and each other, to the following standards:

- **Understand Our Customers**
 - Understand and respond to what creates value for our customers, employees, investors, and communities
- **Assure a Safe Work Environment**
 - Promote both the health and safety of employees, the environment, and the community
 - There is no greater measure of respect for the individual (than creating a safe work environment)
- **Encourage Individual Development**
 - Develop the “new scientists” that drive future improvement
- **Work As a Team**
 - All of us are smarter than any of us
- **Be Honest**
 - Speak the truth and act truthfully
- **Keep Our Commitments**
 - Do what we say we are going to do, when we say we are going to do it

Guiding Principles

We know these fundamental truths give us the highest probability of success in achieving our purpose and long-term goals:

- **Align**

- Think Systemically: Think about how and why things work
- Assure Constancy of Purpose: Focus on a goal despite occasional detours; Drive behaviors most aligned with our principles

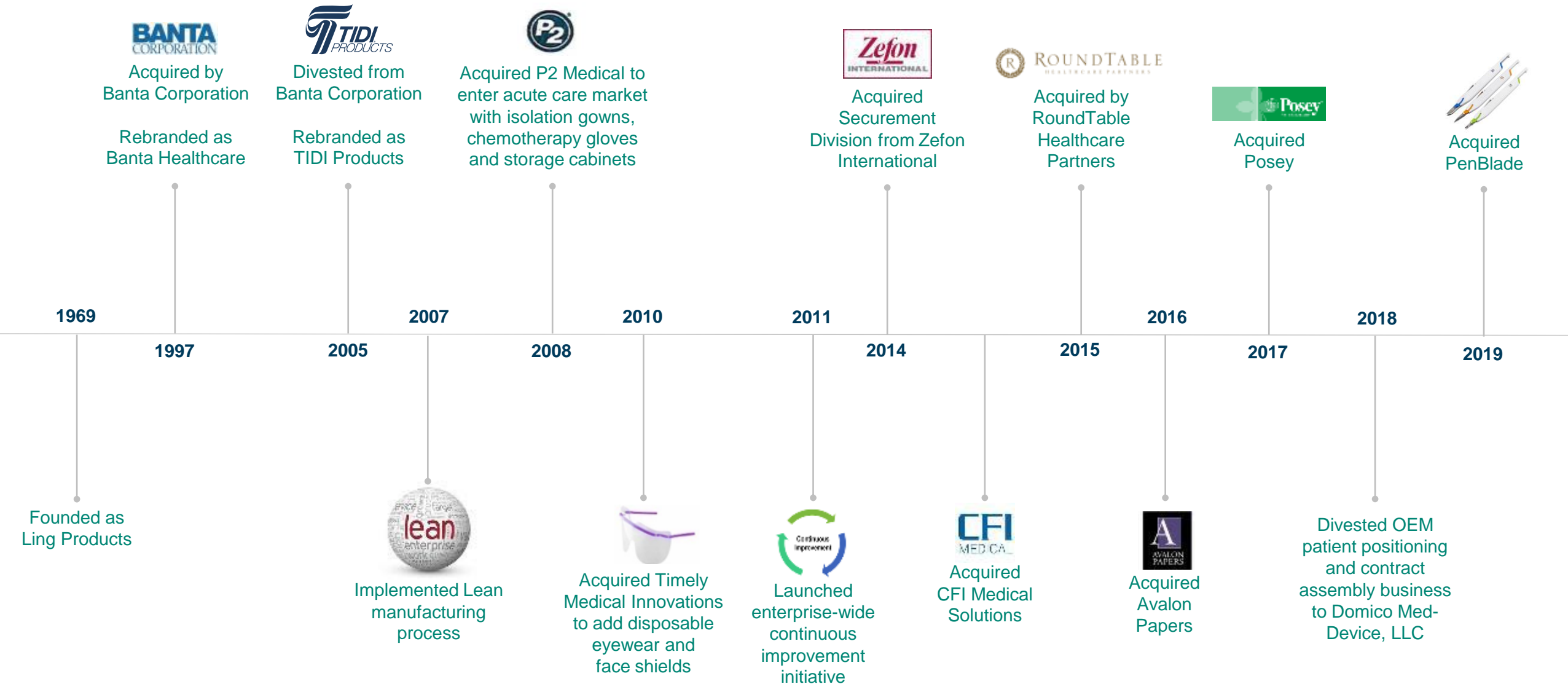
- **Enable**

- Respect Every Individual: Place safety first; Empower people to act independently; Make key communications open and transparent
- Lead With Humility: Seek input, listen carefully, and learn; Abandon ownership, bias and prejudice in the pursuit of a better way

- **Improve**

- Good Processes Produce the Intended Output: Be hard on the process and easy on the people
- Embrace Scientific Thinking: Define and communicate desired outcomes across the organization; results and data-oriented
- Flow and Pull Value: Make processes faster, easier, cheaper and better; Match production to demand and promote operational efficiency and effectiveness
- Assure Quality at the Source: Do not pass defects forward; Stop and fix problems; Respect the individual in the process
- Seek Perfection: Pursue perfection and achieve enterprise excellence

Company History



TIDI Locations and Associates





Facility	Associates
Neenah, WI	366
Lake Forest, IL / Elk Grove, IL	55
Ontario, CA	21
Remote	110
Changshu, China	221
Tijuana, Mexico	1,191
TOTAL	1,964



Key TIDI Portfolios



Market Segments

			
SEGMENT	KEY PRODUCTS	MARKETS SERVED	SALES MODEL
Acute Care Consumables	<ul style="list-style-type: none"> • Drapes and Covers (C-Armor®, Sterile-Z® Back Table Cover and Patient Drape, and Navi-Crani™) • PPE (Eye and Face Protection, Specialty Gloves, and Staff Protective Gowns) • PenBlade® Safety Scalpel • Securement (Suite of Patented Catheter and Line Securement Adhesive Products) 	<ul style="list-style-type: none"> • Acute Hospitals • Non-Acute Hospital Facilities • Post-Acute Facilities (Securement) 	<ul style="list-style-type: none"> • Direct Selling <ul style="list-style-type: none"> ◦ ACC (W2) ◦ Securement (1099)
Patient Safety	<ul style="list-style-type: none"> • Posey Alarms and Sensors • Falls Management (Mitts, Belts, Jackets, Splints, and Limb Holders) • Posey Beds and Accessories • Wound Management (Padding Devices, Foot Care, Skin Protection) • Pediatrics & Specialty (NICU, Incontinence Care, Respiratory Therapy) • Huggers, Positioning Products • Therapy and Ambulation (Living Activity, Hand Therapy) 	<ul style="list-style-type: none"> • Acute Hospitals • Non-Acute Hospital Facilities • NICU/Pediatric • Post-Acute Facilities 	<ul style="list-style-type: none"> • Direct Selling <ul style="list-style-type: none"> ◦ Patient Safety (W2)
Zero-Gravity®	<ul style="list-style-type: none"> • Zero-Gravity® Suspended Radiation Protection System <ul style="list-style-type: none"> ◦ Capital ◦ Drapes 	<ul style="list-style-type: none"> • Acute Hospitals • Non-Acute Hospital Facilities 	<ul style="list-style-type: none"> • Exclusive Global Partnership with Biotronik
Non-Acute Care Consumables	<ul style="list-style-type: none"> • Barrier (Exam Table Paper, Towels, etc.) • Patient Apparel and Draping (Gowns, Drapes, etc.) • Dental & Medical Equipment Covers, Sheaths, and Custom Barrier Products • Tray and Headrest Covers 	<ul style="list-style-type: none"> • Physician Offices • Dental Offices • Veterinary Offices • Non-Acute Hospital Facilities 	<ul style="list-style-type: none"> • Distribution

Acute Care Consumables



Key Products

- Drapes and Covers (C-Armor,[®] Sterile-Z[®] Back Table Cover and Patient Drape, and Navi-Crani[™])
- PPE (Eye and Face Protection, Specialty Gloves and Staff Protective Gowns)
- PenBlade[®] Safety Scalpel
- Securement (Suite of Patented Catheter and Line Securement Adhesive Products)



Markets Served

- Acute Hospitals
- Non-Acute Hospital Facilities
- Post-Acute Facilities (Securement)



Sales Model

- Direct Selling
 - ACC (W2)
 - Securement (1099)



Patient Safety



Key Products

- Fall Alarms and Sensors, Floor Cushions, Risk Systems
- Restraints and Restraint Alternatives
- Beds, Bed Rails
- Wound Management



Markets Served

- Acute Hospitals
- Non-Acute Hospital Facilities
- NICU/Pediatric
- Post-Acute Facilities



Sales Model

- Direct Selling
 - Patient Safety (W2)



Zero-Gravity®



Key Products

- Zero-Gravity® Suspended Radiation Protection System
 - Capital
 - Drapes



Markets Served

- Acute Hospitals
- Non-Acute Hospital Facilities



Sales Model

- Exclusive Global Partnership with Biotronik



Non-Acute Care Consumables



Key Products

- Barrier (Exam Table Paper, Towels, etc.)
- Patient Apparel and Draping (Gowns, Drapes, etc.)
- Dental & Medical Equipment Covers, Sheaths, and Custom Barrier Products
- Tray and Headrest Covers



Markets Served

- Physician Offices
- Dental Offices
- Veterinary Offices
- Non-Acute Hospital Facilities



Sales Model

- Distribution





Thank You
