



NEWSLETTER

● ISSUE 6 ● October 2009 ● VOL 6



Rule #1: If we don't take care of our customers, someone else will!

The Bradshaw Medical Message

Our responsibility as a premier manufacturer of orthopedic, trauma, and spinal instruments for OEM companies is to continually provide innovative products to our customers, their doctors, nurses and patients. We strive to meet and exceed our customer's needs with best-in-class research and development, expert technical support, quality manufacturing, superior customer service, and timely delivery.

In the News

Bradshaw Medical to build new HQ in Kenosha

Bradshaw Medical Inc., a manufacturer of orthopedic and spinal surgical instruments, plans to build a new 60,000-square-foot headquarters building at 104th Avenue and 58th Place in Kenosha. The facility will replace the company's current 15,000-square-foot headquarters at 5732 95th Ave., Kenosha. The site of the new facility is about one mile west of the company's current headquarters. *To read the full article please visit:*

<http://www.biztimes.com/realstateweekly/2009/9/9/#bradshaw-medical-to-build-new-hq-in-kenosha>

Future Bradshaw Medical HQ



New Facility Update



The construction on Phase I of the NEW 60,000 sq. ft. State of the Art Design and manufacturing facility is well under way. The ground is being moved and the walls are expected to be delivered within the next week. BMI hosted the groundbreaking ceremony on Tuesday September 22nd, 2009. It was an amazing event filled with emotional speeches, awards and great food. We thank all of those that we able to attend and support Bradshaw Medical on the next stage of their advancement. Please follow future issues of the Newsletter to stay up to date on the progress of the construction.

Employee Spotlight



Dale Cleveland
Production
Manager

Dale Cleveland is involved with Bradshaw Medical's (BMI's) production and operation efforts. He has been with BMI since May 2006 and has been a consistent "go to person" for the company over the years.

Dale is in charge of the secondary operations at BMI which includes; assembly, molding, laser marking, polishing, passivation, welding, manual turning, cleaning and shipping. He gained industry experience with years of labor at Snap-On Medical, Beere Medical and Teleflex Medical. Dale earned his education at Gateway Technical College and served in the Navy which included being stationed on a self sufficient air craft carrier for four years. He later became supervisor of the vessels machine shop. In his spare time Dale enjoys hunting, fishing and riding his Harley.



Trade
Show
Watch

NASS
North American Spine Society - 2009
Annual Meeting

November 10-14; San Francisco, CA
Moscone Center South

"Connect Everything. Achieve Anything."

INDUSTRY NEWS

Information Assets: Key excerpts from the soon to be released report

The number of people suffering from musculoskeletal conditions increased 25% over the past ten years, and musculoskeletal conditions now account for 2% of the global disease burden. *THE ORTHOPAEDIC INDUSTRY ANNUAL REPORT* provides not only growth for the major segments in the orthopaedic space, but also acquaints you with the companies that serve therein. We've prepared the following intelligence to help you, and will alert you when the complete report is available on ORTHOWORLD.com, so you can log in and download your copy. In 2008, revenues generated by sales of orthopaedic products worldwide neared \$36 billion, an increase of just under 10% over 2007 global revenues.

Exhibit 1 summarizes the global orthopaedic market and growth from 2007. More than 2.7 million joint replacement procedures took place worldwide in 2008 – more than 1.3 million hip, 1.1 million knee and nearly 90,000 shoulder replacements. In 2008, global sales of joint replacement products (hips, knees, shoulders, elbows, wrists, digits) exceeded \$12.7 billion, an increase of just under 10% over sales generated in 2007.

"Orthobiologics" refers to products that incorporate biology and/or biochemistry for the repair, replacement or regeneration of musculoskeletal structures. Products considered "orthobiologic" include bone and soft tissue substitutes, allograft bone/tissue, tissue-engineered substances, growth factors/bone proteins, stem cells, hyaluronic acid, etc. In 2008, revenues generated by the sale or distribution of orthobiologics approached \$3.7 billion, an increase of 9% from 2007. In 2008, 77% of global orthopaedic revenues came from the efforts of the ten largest orthopaedic companies in the world. Exhibit 4 lists these companies and their estimated sales by key product areas. More than 200 companies market orthopaedic products worldwide, the vast majority with sales under \$5 million. Those with 2008 sales in excess of \$5 million are profiled in the annual report, summarizing estimated sales for these companies along with the breadth and depth of their product offerings.

The complete report will be available for ORTHOWORLD Members to download later this month. If you're a Member, no "special access" is required. It's a benefit of Membership!

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THE 2008 WORLDWIDE ORTHOPAEDIC MARKET: SALES FOR THE TOP TEN COMPANIES AND ALL OTHERS BY MARKET SEGMENT (\$MILLIONS)

Company	Recon	FF	SpMed	Spine	Other	Total
Aesculap	\$204	\$57	\$8	\$115	\$138	\$522
Arthrex	\$0	\$0	\$690	\$0	\$0	\$690
Biomet	\$1,362	\$132	\$71	\$103	\$405	\$2,093
DJO	\$73	\$0	\$0	\$0	\$469	\$572
Johnson & Johnson	\$2,672	\$229	\$438	\$871	\$308	\$4,518
Smith & Nephew	\$1,475	\$421	\$773	\$27	\$263	\$2,959
Sofamor Danek	\$0	\$0	\$0	\$2,544	\$1,098	\$3,642
Stryker	\$2,298	\$987	\$483	\$560	\$1,341	\$5,547
Synthes	\$2	\$2,103	\$0	\$816	\$272	\$3,193
Zimmer	\$3,164	\$221	\$22	\$206	\$281	\$3,894
Total Top Ten	\$11,270	\$4,030	\$2,485	\$5,242	\$4,603	\$27,630
Total All Others	\$1,419	\$835	\$844	\$1,229	\$3,925	\$8,052
Total Market	\$12,689	\$4,864	\$3,129	\$6,472	\$8,528	\$35,682

Industry Links

Click the logos to follow the links.

ORTHOWORLD

BONEZONE

Orthopaedic
Design & Technology

MDT
MEDICAL DESIGN
TECHNOLOGY

AAOS
American Association of
Orthopedic Surgeons

American
Association of
Neurological
Surgeons

INASS
NORTH AMERICAN SPINE SOCIETY

ORTHOPAEDIC
INDUSTRY
ANNUAL REPORT

MDT
Buyers Guide

New Buyers Guide!

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