



# NEWSLETTER

● ISSUE 12 ● April 2010 ● VOL 1



*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.

## Customer Testimonial

*"We really like the performance of your handles. They are far superior to some of the other components that were used. As we look to fit out new surgical sets we will look to have Bradshaw to be the supplier of choice."*

*- Major Spinal Company - Sr. Process Development Engineer*

**Quality.**

**Innovation.**

**Service.**

Bradshaw is in the final stages of constructing a new 30,000-square-foot manufacturing facility located at 10325 58th Place in the Business Park of Kenosha, one mile west of the company's current headquarters.

Drywall install is being completed and painting has begun.



## Product Spotlight

### BONE AWLS, PROBES & SOUNDERS



Product # BP-303003

BMI's Bone Awls, Probes and Sounders are available in an unmatched variety of styles and options. Choose a style or contact us to create custom designs of your own.



Product # BP-804001

**Bone Awls:** Available in a variety of tip configurations, both standard and custom, to meet your most demanding requirements.

**Probes:** Featuring straight, curved, Lenke style, or custom tip with TiN or other plating options, and laser marked depth markings.



Product # SP-504001

**Sounders:** Featuring single piece, surgical stainless steel, construction which eliminates problems associated with welded junctions and ensures superior strength and integrity. Tips available as straight curved or bent.

## New Hire Employee Spotlight



Mark Bakula

Mark Bakula is new to Bradshaw Medical's (BMI's) R&D department. He was added to the BMI family March 2010.

Mark has joined us as Director of Research and Development. He comes to BMI from Johnson Controls where he was employed for 15 years. He was employed as the Chief Engineer of seat designs. Mark led the Design and Development team that produced the front seats for the Viper, PT Cruiser, and Jeep Liberty motor vehicles. Prior to this, he was the Plant Manager at Snap-on Tools Medical Products Division. Mark is a graduate (B.S.M.E.-Biomedical minor, B.S.E.E.) of Marquette University. Mark holds a number of automotive tool patents including the Snap-on ratcheting screwdriver which is still in production today 23 years later and continues to be one of their top sellers on the dealer trucks. This same mechanism was the very first used in the orthopedic industry in the Mid-80's. Mark also worked for Harley-Davidson Motor Company for 6 years and was on the development team that produced the belt drive system that has been used on almost all Harley-Davidson motorcycles produced since 1981. Mark has been married for 29 years and has one daughter. Mark was a professional skydiver and held one team world record. He is also a pilot and an avid collector of pinball machines.

# Want to Save Money on your OMTEC Registration?

Bradshaw Medical offering our quality client's the opportunity to **SAVE 50%** on their OMTEC Registration. Simply contact us and let us know that you are interested in taking advantage of this offer and stop by the Bradshaw Booth #100.



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[Click here to visit the OMTEC website.](#)

## Tradeshow Watch



Visit the Bradshaw Medical Booth #100 at the **2010 OMTEC** event in Chicago, IL  
June 16-17

## Marketing Watch



Check out the "Refuse to Follow" ad on page 2 in the current issue of **BONEZONE**

<http://bonezone.epubxpress.com/bonez1>

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### Looking for Information?

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### **BMI Sales Representatives:**

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Click the logos to follow the links.

ORTHOWORLD BONEZONE



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