



COMPANY PROFILE

Distributing excellence  
to improve  
the quality of life



SUNMEDICAL

# Partner of choice

Sunmedical is a dynamic young commercial company specialising in the distribution, exclusively in Italy, of medical-surgical devices with high technological content for the public and private hospital sector. It represents a strategic point of reference for all foreign manufacturing companies looking to introduce innovative products on the Italian market.

The Sunmedical sales network boasts a privileged relationship with professionals of public and private bodies and hospitals as well as universities, and is widely recognised for its ability to identify and promote state-of-the-art solutions and devices that meet the very highest manufacturing standards.

*Italian company,  
international  
vision*

*High-value  
contacts and  
partnerships*



## MISSION

# To promote innovation

The mission of Sunmedical is to valorise excellence by bringing into Italy technologically advanced devices capable of introducing and perfecting new surgical techniques aimed at improving the quality of life of patients, allowing physicians and surgeons to use their skills to the full, and increasing the efficiency of health structures.

Thanks to the constant support it offers medical professionals, Sunmedical is able to understand their real needs and select the most advanced solutions developed by top international companies. A choice of value backed by an ongoing commitment to promoting knowledge through training activities, participation in conferences, events and trade fairs, and the continuous stimulation of and optimal support for the publication of researches and scientific articles.

*Patient oriented*

*A reliable support for the medical profession*





## COMPANY PROFILE

# A history that looks to the future

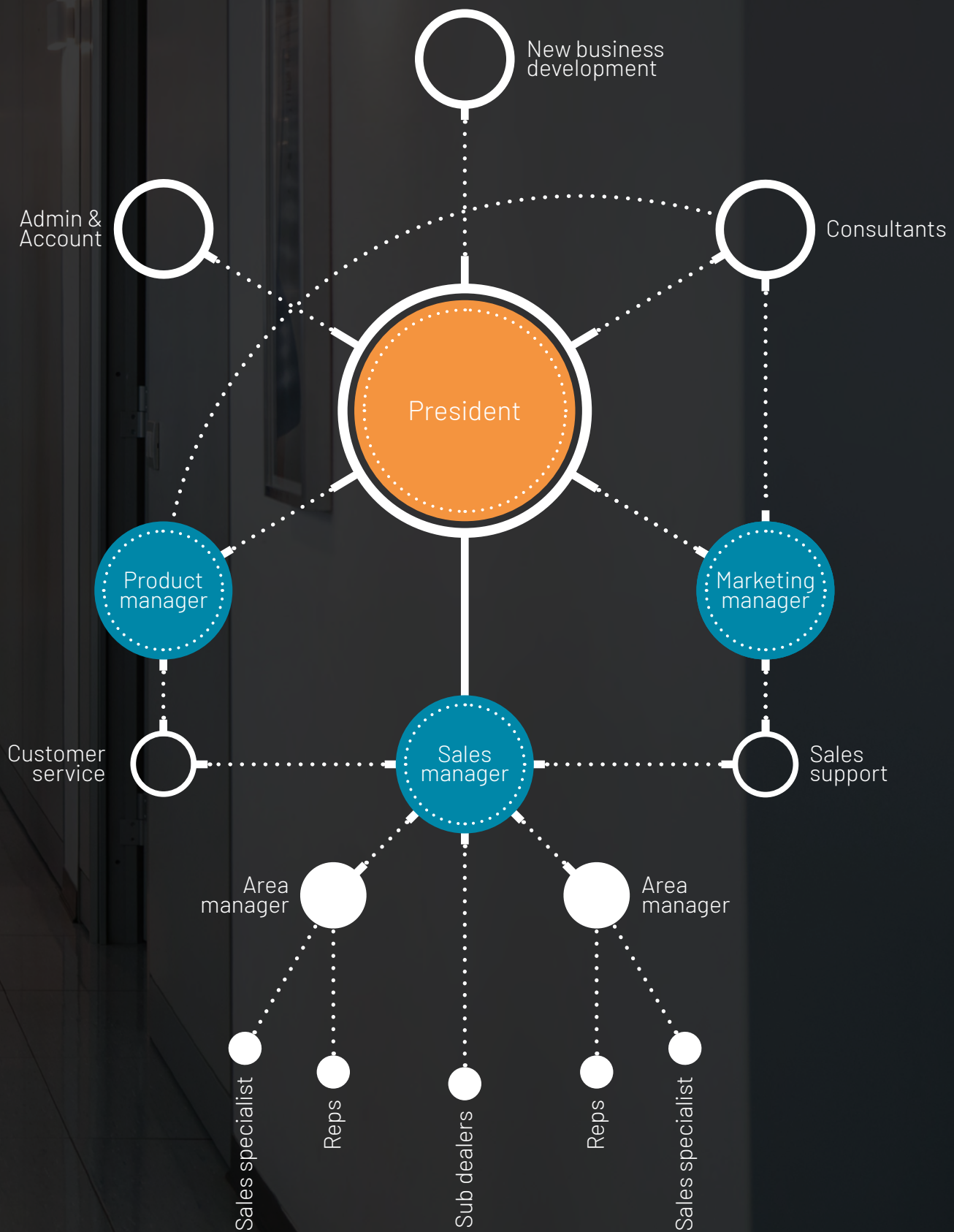
Sunmedical is the fruit of the intuition of Augusto Curatolo, a highly respected professional with extensive experience in the sector, who in 2009 decided to set up an independent business with two partners, Matteo Marisi and Alberto Monti. The aim was to create a company capable of responding, independently and more efficiently, to the increasingly advanced needs of the medical profession by importing to Italy devices that could lead to the development of new surgical techniques and methods, both in the fields of diagnosis and surgery.

Within a few years the company progressed from distributing disposable and consumable products to introducing on the market technologically advanced devices for various specialisations, developing its skills especially in the selection of surgical equipment. The company grew and developed by adapting its skills and its human resources to cater to new specialisations.

Today Sunmedical, with a view to diversifying its interests, is the leader of a small group which, besides focusing on the distribution of medical devices, includes a company offering beauty products and also health services through a polyclinic in Cologno Monzese.

*People and experiences that make a difference*

*From disposable medical products to specialised devices*



## MILESTONES

# From consumables to Hi-Tech Surgery

Sunmedical makes its debut. On the strength of the relationships built by its founders, the company presents itself as an ideal partner of choice in the distribution of prostheses and devices in the field of urogynaecology and various consumables. The company stands out for its rapid, flexible and competent service. In other words: high added value.

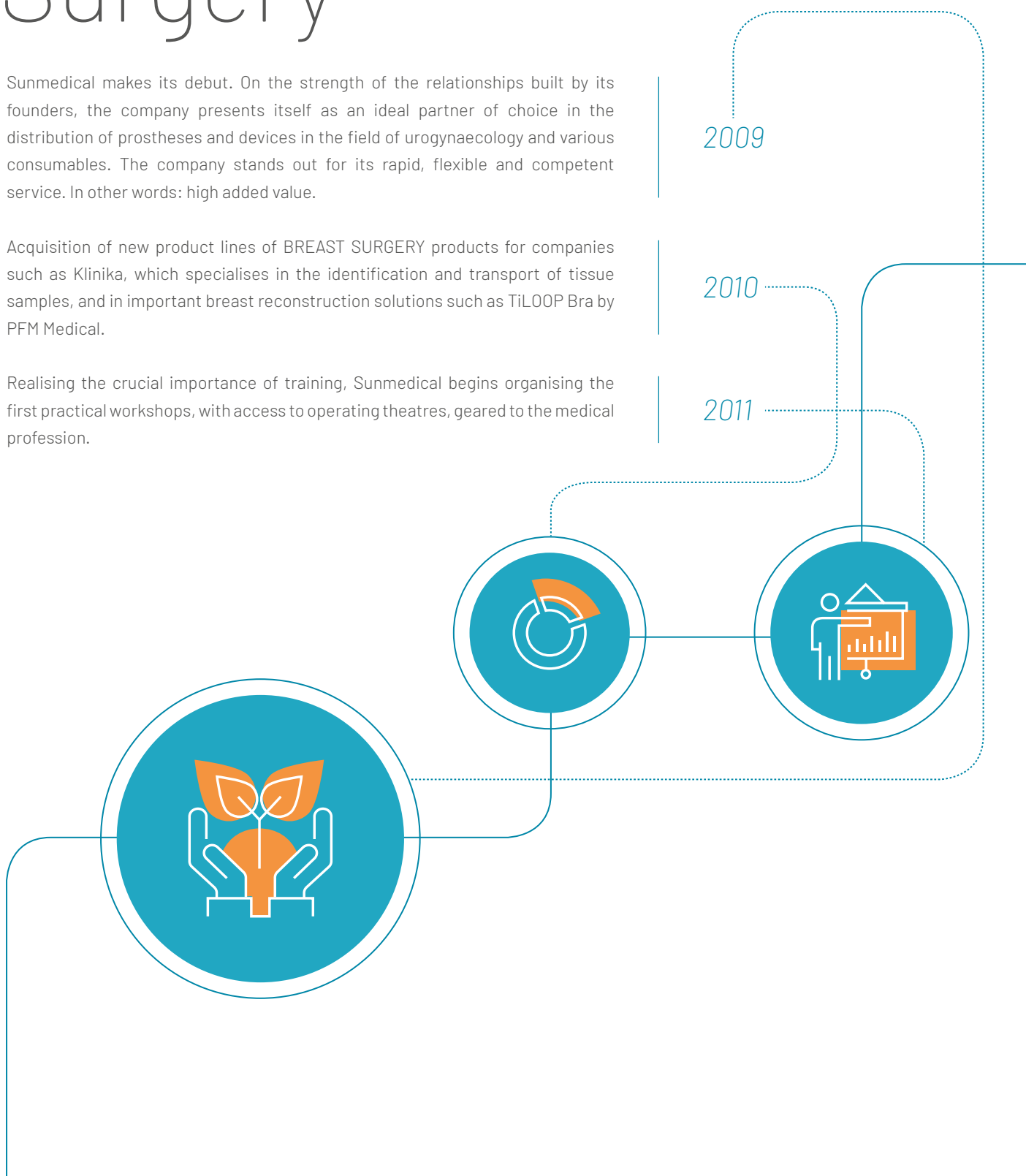
Acquisition of new product lines of BREAST SURGERY products for companies such as Klinika, which specialises in the identification and transport of tissue samples, and in important breast reconstruction solutions such as TiLOOP Bra by PFM Medical.

Realising the crucial importance of training, Sunmedical begins organising the first practical workshops, with access to operating theatres, geared to the medical profession.

2009

2010

2011





Introduction of new lines of products for reconstructive prosthetic surgery in urogynaecology.

2012

Following the success of the TiLOOP Bra, which has become a landmark in reconstructive oncoplastic breast surgery, the company begins to distribute new products for plastic surgery and general surgery.

2013-15

The company grows and moves to a larger, more modern and functional building, setting up a large training room for training sales staff and holding courses for doctors and healthcare operators. It expands the sales network, with the introduction of new collaborators, employees and distributors to guarantee an even more widespread presence.

2016

In Rome the company opens a second branch with an efficient independent warehouse, a sign of an increased focus on central and southern Italy and nationwide expansion.

2017



## THERAPEUTIC AREAS

# Constant pursuit of new specialised solutions

Mini-invasive and incontinence solutions such as: the volumizing agent Macroplastique by Cogentix (USA), with thousands of patients treated over the years; the TiLOOP Bra mesh which marked a turning point in reconstructive breast surgery; titanium-coated prostheses for the repair of prolapses, and instruments for fluorescence imaging in breast, colon, liver and thyroid surgery and plastic surgery. These are just some examples of the successful use of the innovative products selected and distributed in Italy by Sunmedical.

From promoting and demonstrating the products and providing assistance in choosing the best solution, to the many hours spent in the operating theatre during surgery, Sunmedical works closely with professionals for the purpose of building a culture, training and furthering innovation at all levels.

*The quest  
for outstanding  
performance*

*Ongoing  
professional  
support*

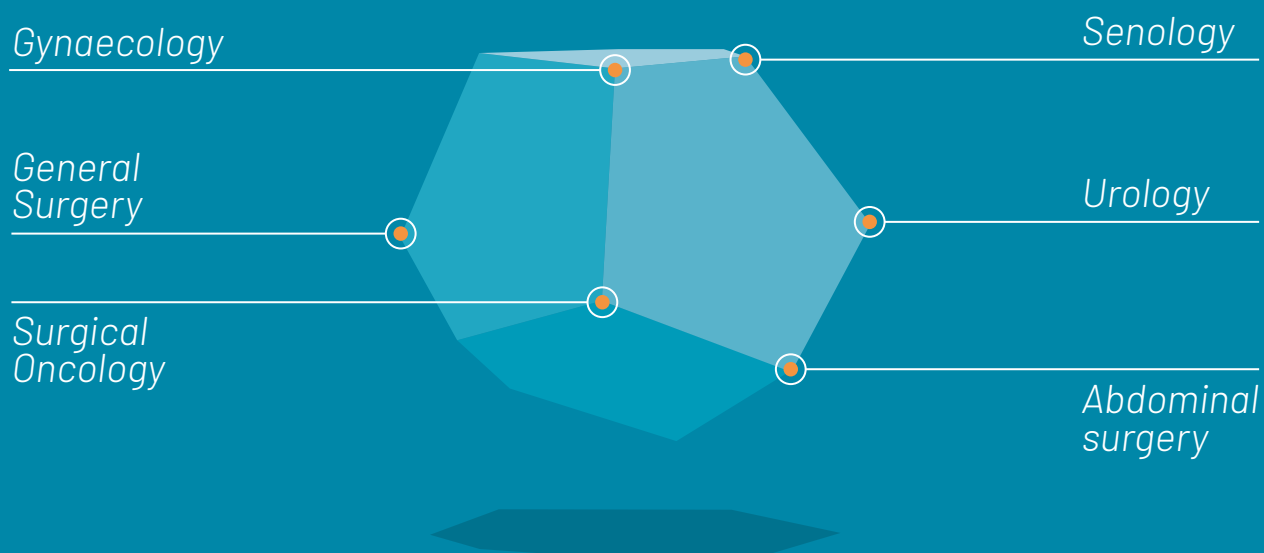




The company promotes constant dialogue geared to introducing a new philosophy dedicated to sharing, in order to allow experience acquired to be spread throughout Italy from surgeon to surgeon, from clinic to clinic. This is a unique approach that rewards the most enterprising manufacturers and high-performance devices.

*Testimonials  
and feedback  
as a philosophy*

Currently the company operates in 6 specialised areas and is increasingly active in seeking new product lines to add to its catalogue, in order to broaden its horizons and always be the right partner at the right time, offering advanced products that meet its high standards of technology, safety and efficacy.





## BOARD

# Three members, one single passion

### **Augusto R. Curatolo** -Chairman

After 20 years of experience, including as sales manager, in an Italian company manufacturing and distributing products in the fields of urology and gynaecology, in 2009 Curatolo decided to found Sunmedical. Thanks to a number of solid professional relationships in Italy and various European countries, today he is the majority shareholder and Chairman of the Board of Directors of Sunmedical and its subsidiaries.

*A thousand-mile journey always begins with the first step* -Lao Tzu-

### **Matteo Marisi** - Board member

After a decade of experience, first as a technical sales representative and later especially as an area sales manager, Marisi joined the project as a partner of Sunmedical. Head of marketing and co-manager of the sales department, he is also in charge of managing of the group's specialised polyclinic center: Sunmedical Center.

*Don't wait for the right opportunity: create it!* -G.B. Shaw-

### **Alberto Monti** - Board member

Monti has been working with Augusto Curatolo since 2004, first as a product specialist supporting the specialised sales network of surgical products and later as manager over several agents. He took part in the founding of the company, becoming co-manager of the sales department, and today manages the beauty section at the well-established Charme Beauty Center.

*Analyze facts and talk through data*  
-Ishikawa Kaoru-

PLUS

# The value of competence



## **PARTNER IN INNOVATION**

Sunmedical supports the manufacturer constantly and with great commitment and expertise, including during the development of the product and its adaptation to the demands of the Italian market, thanks to the all-Italian experience gained on the field alongside professionals and opinion leaders.



## **EXPERIENCED, FLEXIBLE, FAST**

Sunmedical has an efficient chain of command and action that allows it to manage in real time the emergencies of professionals and all kinds of requests from healthcare companies.



## **WIDESPREAD NATIONWIDE PRESENCE**

With Sunmedical every manufacturer can rely on a widespread sales network that extends throughout Italy from north to south, a sales team made up of product specialists, area agents and established retailers.



## **LONG TERM VISION**

Sunmedical is committed to constantly improving its structure and the quality of its service. Its goal is to provide the ideal support to companies that believe in the research and development of next-generation medical-surgical devices.







## FIGURES

# Small company, great results

Sunmedical figures rise at the same rate as the company's ability to secure an increasingly substantial share of the market. These figures demonstrate a careful use of the market and judicious investment in proportion with the increase in turnover, as well as ongoing training and constant, highly qualified support in the operating theatre.

*Steady,  
consolidated  
growth*



# 70%

CAPACITY FOR PENETRATION IN THE **ITALIAN MARKET**

# 100%

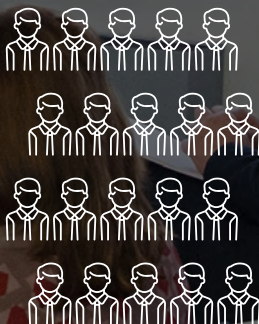
**PARTNERS  
CERTIFIED**

ACCORDING TO  
INTERNATIONAL STANDARDS

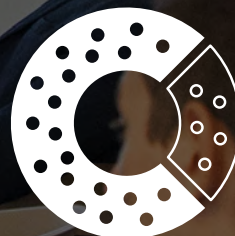


# 20

EMPLOYEES AND DIRECT  
COLLABORATORS  
IN **MILAN** AND **ROME**



+



**20**  
AGENTS

**5**  
RETAILERS



PRESENT IN OVER  
**100 HOSPITAL UNITS**  
THROUGHOUT ITALY



> **100 HRS**

**OF SUPPORT** EVERY MONTH  
IN THE OPERATING THEATRE



**MORE THAN 20  
WORKSHOPS HELD**

EVERY YEAR IN THE FIELDS OF  
UROGYNAECOLOGY AND BREAST  
AND PLASTIC SURGERY

# 10%

**TURNOVER  
INVESTED** IN  
INTERNAL TRAINING,  
WORKSHOPS AND  
PARTICIPATION  
IN EVENTS  
AND SPECIALISED  
CONFERENCES



THE GROUP

# Sunmedical is also about care and well-being

The skills acquired in the distribution of medical-surgical devices have led Sunmedical to diversify and expand its business to other sectors, with the opening of two centres of excellence in the field of health and wellness, both in the Milan area. These two experiences have brought the company into close contact with the evolving needs of professionals, patients and customers.

*The  
Sunmedical  
holding*





The Sunmedical Center is a multi-specialised medical centre providing services in various areas, such as gynaecology, urology, dermatology, senology, cosmetic medicine, physiotherapy, etc. The structure combines the most advanced technological equipment available on the market today and the professional expertise of its staff with a warm and humane approach that places the person at the centre of attention.

*Technology,  
professional ability,  
humanity*



Charme Beauty Center is a wellness centre that offers traditional and innovative beauty and relaxation treatments. From make-up to depilation, from manicures to electrostimulation, and from traditional to Ayurveda massages. It is a place where the customer can restore balance between body and mind and care for themselves, with the valuable support of a team of beauty experts and specialised doctors.

*Treat your body  
as if it were  
the most valuable  
garment you own*

*"...thousands, millions of individuals work, produce and save despite everything we manage to invent to harass, hinder and discourage them.*

*It is the natural vocation that drives them, not merely a thirst for money.*

*The enjoyment and pride in seeing their company prosper, gain merit, inspire trust to an increasingly vast clientele, expand their facilities, improve their workplaces – these represent an incentive to progress that is just as powerful as profit.*

*If it were not so, how could there be entrepreneurs who invest all their energy and all their capital in their own company to make profits that are often far more modest than those they could safely and easily make in other ways."*

*Luigi Einaudi*



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