

Marketing Materials Guide



Duckworth & Kent

reusable titanium surgical instrument manufacturer



Supporting You in Duckworth & Kent Sales

Introduction to Marketing Materials Guide

At Duckworth & Kent we have a comprehensive range of marketing tools to help you effectively promote the high quality and versatility of our surgical instruments.

As a Duckworth & Kent distributor, we recognise it is important you are supported by us with innovative, easy-to-use sales tools to help you market our instruments.

If you have any questions, or would like to order materials from this guide, please contact the Marketing Team on marketing@duckworth-and-kent.co.uk

Marketing materials are provided free of charge, all we ask is you pay for shipping and / or local printing.



Duckworth & Kent Company Information

Our presentations and videos help you get to know Duckworth & Kent.

Duckworth & Kent is a world leader in reusable titanium ophthalmic surgical instruments.

Proud to be a British manufacturing company, Duckworth & Kent are at the forefront of advancing ophthalmic surgery from their state of the art headquarters in England.

The company's ongoing commitment to exceptional engineering over 60 years is proven by its innovative instrument ranges.



To see this video go to our website or contact the Marketing Team to request a copy along with our 'About' leaflet and PowerPoint presentation.
Email: marketing@duckworth-and-kent.co.uk

Duckworth & Kent Logos



We like to make sure that wherever the D&K logo appears, it is the correct version and high resolution.

In this pack are different examples of our logos in file formats - JPEG and PNG. These should be used on your website, literature and at exhibitions, as well as sales and promotional materials.

If you require any other file types or sizes like .eps or .ai, please contact the Marketing Team who can arrange this for you.

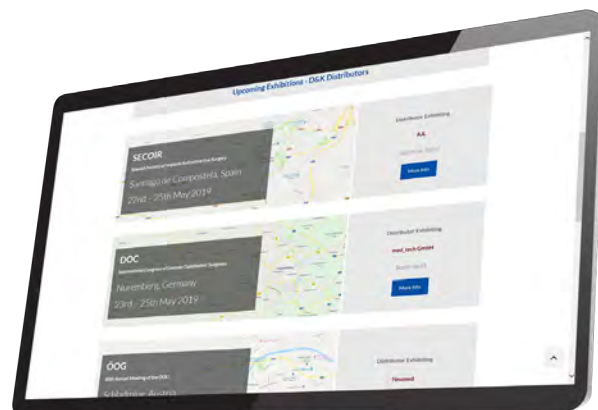
Email: marketing@duckworth-and-kent.co.uk

Exhibitions

If you have an upcoming event such as an exhibition or congress, D&K will advertise your event on their website, newsletter and social media.

Give the Marketing Team your event details, and they'll do the rest.

Email: marketing@duckworth-and-kent.co.uk



Instrument Display Folders

Customers can experience first hand the impressive quality and precision of D&K surgical instruments. Up to 36 instruments are displayed in a quality folder, which is lightweight, easy to use and displays the instruments at their best.

Due to the popularity of the display folders, we request they are returned to Duckworth & Kent as soon as the exhibition has ended.



Posters

D&K can produce poster designs in almost any size and ratio for you. You can also choose from our library of standard posters that we store on file.

Tell the Marketing Team what you need and they will custom design it for you.

Email: marketing@duckworth-and-kent.co.uk



At Duckworth & Kent we have an extensive collection of marketing tools to help you effectively showcase the quality and versatility of our surgical instruments.

Below is a diagram illustrating artwork we can produce for your upcoming exhibitions & presentations.

For further information please contact:
marketing@duckworth-and-kent.co.uk

Video - D&K Company

We have a short "About" video available. Ideal for exhibitions and presentations and meetings.



We can produce posters at almost any size and ratio. Let us know what you would like and we will custom design it for you. You can also choose from our library of posters that we store on file.

A range of banners are available which can also be customised.

Important Information

When requesting a custom poster we ask that you provide us with the dimensions (width x height), the product number of the instruments you want displayed and any additional information that will help us create the best design for you.

We also request that you provide us with the file type. We recommend PDF, but can also supply .eps and .ai files.

Presentation

ut D&K" video
exhibitions,
eting.

Standard Posters

We have created a set of posters at standard A paper sizes.



Leaflets, USBs & Catalogues

Leaflets are available on our website to download. Additional media such as USBs & Catalogues are also available.

Duckworth & Kent Website



www.duckworth-and-kent.com

Showcasing over 750 instruments along with accompanying resources including literature and videos.

Literature

You can download all D&K literature as a PDF from our website and D&K media USBs

Catalogue

Our full catalogue displaying our range of over 750 surgical instruments is available as a hard copy and PDF download via the Literature/Videos section on our website.

The catalogue is broken down into various instrument categories. It has an easy to use index section which you can use to search by product number or instrument name.

The catalogue also contains additional information on the benefits of reusable titanium instruments, information on care and repair and the history of Duckworth & Kent.





Instrument Leaflets

We have leaflets covering all categories of instruments, as well as procedures and instrument sets. All are available to download from our website.

Capsulorhexis Forceps
Nucleus Dividers
Toric Markers
Specula
Irrigation & Aspiration
Femtosecond Laser, LASIK & LASEK

... and many more

Suggested Sets

We have over **30 suggested instrument sets** covering a wide variety of surgical procedures and settings including:-

Essential Cataract
IOL Removal
ICL
Glaucoma
Consulting Room
Lacrimal
LASIK
LASEK
LRI
Anwar Keratoplasty
Vitreoretinal

...and many more



USB Drives



Our media USBs are a useful tool when visiting hospitals as it holds a digital copy of all our marketing materials:-

- Catalogue
- About D&K Video
- Demonstration Videos
- Literature/Suggested sets
- PowerPoint Presentations

D&K USBs are kept up to date with the latest sales and marketing tools and materials. Please contact the Marketing Team to place an order. [Email: marketing@duckworth-and-kent.co.uk](mailto:marketing@duckworth-and-kent.co.uk)

Instrument PowerPoint Presentations

At Duckworth & Kent we want to provide your business with all the sales support tools necessary to train your sales reps and to fully inform customers of our extensive instrument ranges. Our suite of PowerPoint presentations are easy-to-use, provide a good understanding on the D&K company history including our quality instrument ranges. These presentations are on D&K USBs, or can be sent to you as a link via email.

Please contact the Marketing Team who can arrange this for you.

Email: marketing@duckworth-and-kent.co.uk



Current List of Presentations:-

- About D&K
- General Instruments
- Capsulorhexis Forceps
- Irrigation & Aspiration
- Nucleus Dividers
- SMILE Instruments
- Toric Markers
- Vitreoretinal



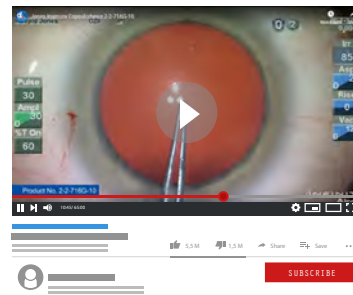
Instrument Videos

Duckworth & Kent have a YouTube channel for you to use. It holds more than 50 instrument demonstration videos. These videos are also available on our website and on D&K media USBs - available from the Marketing Team on request. You can find our videos at:-

Youtube

www.youtube.com/duckworthandkent

To view all of our current videos through Youtube.



D&K Website

www.duckworth-and-kent.com/literature-media/video-library

To view all of our current videos on our website.



Care & Handling







At Duckworth & Kent we are dedicated to helping our customers make the most out of our instruments. As titanium is non-corrosive and highly durable we confidently state that with the correct care and handling D&K instruments can last indefinitely. Our CSSD (Central Sterile Services Department) poster provides helpful information for customers when reprocessing our instruments.

www.duckworth-and-kent.com/literature-media/literature-library
To view our care and handling leaflet.

Guidelines for Reprocessing



Available in the following languages:-

- English 
- Dutch 
- French 
- German 
- Italian 
- Portuguese 
- Spanish 

www.duckworth-and-kent.com/literature-media/literature-library
To view our guideline for reprocessing leaflet.

View our instruments at:
duckworth-and-kent.com



Marketing Materials Guide



High Quality Reusable Instruments



Manufactured in Titanium



Precision Manufactured in England



Worldwide Delivery

We are here to help

Need our marketing materials ?
Please contact our dedicated **Marketing Team**.

Email: marketing@duckworth-and-kent.co.uk

Tel: +44 (0)1462 893254

Fax: +44 (0)1462 896288



ISO 9001:2015 and ISO 13485:2016 Certified

June 2019 - Revised 09.01.20

D&K® is a registered trademark. All other brand names are trademarks or registered trademarks of their respective owners. All schematic line drawings, photographs and copy in this leaflet are fully protected by copyright. No part of this leaflet may be reproduced in any form without prior written permission. We reserve the right to make changes at any time, without notice, in product specifications and availability. Descriptive, typographic, or photographic errors are subject to correction. Name(s) of instruments are often comprised of surgeon's name, combination of surgeons' names or by the category of the instrument.