



Press Release

Simple and cost-effective ordering

The new L&R online portal for medical specialist suppliers

Rengsdorf/Vienna, 11 November 2014 – With the L&R business portal, the medical devices provider Lohmann & Rauscher (L&R) has developed a new online ordering and service tool for its customers from the medical specialist suppliers sector. This online tool is yet another L&R service for the optimization of internal customer processes. Speeding up the ordering process, it makes for time- and cost-effective order processing. Special functions such as an individualized customer area containing a list of regular orders or an order history enable standardization and simplification of the customer's routine business. Indicating product availability, the portal enables short delivery times and provides comprehensive product information and other services.

The daily routine of many medical suppliers is marked by increasingly accelerated and complex procedures, which necessitates more effective processes and quicker working practices. Seeking to satisfy this need, L&R entered into consultation with a range of commercial customers of different sizes and structures to develop the new L&R business portal. This should guarantee a practical and easy-to-understand tool which satisfies all customer requirements.

Those customers wishing to take advantage of the new L&R business portal will receive customized password-protected access containing important customer data such as delivery addresses, conditions, and even branches. These data do not have to be specified with every new order. A short set of instructions explaining the most important functions and providing operating information mean that even inexperienced users will soon find their way around.

Saving time and money with a standardized order procedure

Users of the portal can use the article search functions as they need: either the search function, the catalogue view, or their order history. Customers can also place orders directly from their own bespoke customer lists, which makes the procedure easy to use. Repeat orders can be made using pre-set product ranges; the shopping basket also has a memory function which remains until the order has been placed. A further advantage is that the system indicates the availability of a product automatically with every order. The business portal guarantees short delivery times: Every order received on a working day before 12 o'clock will be dispatched on the same day.

More than an order system: a source of comprehensive information

In addition to the order function, users profit from an extensive information service. As well as technical specifications, text and images provide further information on every product. The item numbers for supports and orthoses are listed; short instructions on taking measurements make it easier to obtain items in the correct size. Calculation examples and model calculations round off the offer.

In addition to the two apps (the L&R Wound Navigator and the L&R Support & Orthoses app) and the L&R display window decoration concept, the L&R business portal is another element of the service provision from the medical device supplier. Further information on the L&R business portal and on how customers can register to use it is available from your L&R representative.

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Lohmann & Rauscher

Lohmann & Rauscher (L&R) is a leading international supplier of high quality, future-oriented medical devices and hygiene products – ranging from conventional bandages to modern treatment and nursing systems. Created in 1998 from the merger of the two companies Lohmann (founded in 1851) and Rauscher (founded in 1899), L&R has more than 160 years expertise as a dependable partner and solution provider for its customers. With more than 4,000 employees, 39 subsidiaries and shareholdings, as well as more than 130 selected partners, L&R is represented in all important markets around the world and was able to increase its sales to 530 million euros in 2013. The company's headquarters are located in Rengsdorf (Germany) and Vienna (Austria).

Further information about Lohmann & Rauscher (L&R) can be found at:

www.lohmann-rauscher.com

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Caption: In addition to a simple and time- and cost-saving order system, the L&R business portal for medical specialist suppliers offers detailed product information (text and pictures) and a range of other services.