

Cut out the legwork



By Leslie Morgan
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I was fortunate enough to attend the 2006 Arab Health Show in Dubai's World Trade Centre again this year. As always it was packed on every one of the four days and I met some interesting people from every corner of the globe.

The thing that struck me above anything else this time was the huge number of healthcare buyers going from hall to hall, stand to stand, clutching very long tender lists and hoping to source products not available in their own market.

One gentleman I met from Saudi Arabia had a list of over 500 items – mainly medicines and medical equipment – and was struggling to find several of them.

I can't imagine how much his feet must have ached at the end of the day because I watched as he literally visited every stand!

Another buyer I got talking to had spent hours trying to source some hi-

tech equipment manufactured in Germany; another was looking for some high-quality disposables from China. Yet another was searching for operating lights that work on car batteries to supply to remote villages.

The time and effort these people were putting into getting the best products at the best possible prices simply astounded me. And, of course, finding the products is only the first step.

After finding what you're after, it's only then the real work starts and all the right questions need to be asked before you actually place an order. For instance, does the manufacturer have a local distributor?

Can the company offer competitive freight options? Will the products be transported in the correct way?

At the show, Durbin PLC promoted their one-stop shop service that cuts out the legwork for busy

importers of pharmaceuticals, medical equipment and consumable supplies. After 40 years worth of experience exporting to over 150 countries, we source products that are not available locally and can quote prices for individual items, tenders and every size of order in between.

All buyers I met could have saved themselves hours of their precious time by simply contacting us once – by phone, fax, email or web enquiry at www.durbin.co.uk. Our multi-lingual sales team can quote on over 25,000 quality-assured products.

Plus, going down this one-stop route also means there's no longer the need to ask all those questions because we pride ourselves on prompt delivery; we offer a variety of competitive freight options; we can consolidate orders for hospital pharmacy and medical equipment departments that otherwise buy separately; we can tailor product labels and translate packaging text to meet individual requirements.

And, of course, our huge buying power means that we are often much cheaper than if you buy direct.

On the long flight back to the UK I felt a real sense of pride, knowing that Durbin PLC really does make a difference, not only in some of the charity work we get involved in, but to the everyday lives of thousands of pharmaceutical buyers all over the world. ■

Durbin PLC is a British company based in South Harrow, London. Established in 1963, the company specialises in supplying quality assured pharmaceuticals, medical equipment and consumable supplies to healthcare professionals and aid agencies in over 140 countries. As well as reacting rapidly to emergency situations, Durbin PLC responds to healthcare supply needs from local project level to national scale programmes. Web address: www.durbin.co.uk Email: L.morgan@durbin.co.uk