

# DESIGN IS IMPORTANT, ALSO IN THE MEDICAL MARKET

**From Hong Kong to Africa and Australia: Van Vliet Medical Supply supplies its products to medical professionals all over the world.**

Since 1991, Van Vliet has been on the market with high-quality cleaning and disinfection equipment and so-called Endoscope Drying Cabinets. In collaboration with Scope Design & Strategy, Van Vliet developed these cabinets for Olympus to dry and store endoscopes, instruments that doctors use for internal examination of patients. This product is called the iPad of drying cabinets for the medical market.

The successful launch of different versions of the scope drying cabinets is the result of an intensive collaboration between Van Vliet and Scope Design, according to Jos Lans, owner of Van Vliet since 2007. "They have been our design & development department, as it were, for ten years now. We look at the product as a technician, where we mainly consider the functionalities. Scope Design looks at how this can be accommodated in a beautiful design and a user-friendly product." According to both parties, the good cooperation is mainly due to the fast and clear communication that takes place. Lans: "During the development process, Scope Design is, as it were, an external internal department within Van Vliet. We make each other stronger, whereby Scope Design helps us to think outside the

box." The good cooperation, the challenging exchanges of views and the expertise in the field of product development ensure that Van Vliet can work quickly. The new endoscope drying cabinet for Olympus was completed within a year and a half.

Van Vliet supplies its products to the high-end medical market. New developments must comply with demanding medical regulations. That is why in the innovation process, attention is always paid to managing risks and uncertainties. "It ultimately starts with demand from the market, in which we investigate what is needed and required specifically for a customer.

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We respond to this as innovatively as possible, while also following the regulations. Scope Design translates for us into the usability of the product", says Flip Horree, General Manager at Van Vliet since 2017. Both parties develop the functionalities and ease of use step by step to an optimum.

"In this project, for example, modularity has been an important



objective in the development process," says Pim Jonkman, owner of Scope Design. "With this, the cabinets can also be expanded by hospitals after purchase."

Van Vliet sees the product growing continuously during the process from idea to end product. "We had not yet thought of the innovative ideas they come up with at Scope Design." Lans: "We always determine in consultation what we will and will not include in the further development of the product". Van Vliet and Scope Design apply new regulations or regulations that are expected to be introduced to the products they develop. With this they make the product "future-proof". Scope Design is commissioned to protect

the innovations in the product, which can result in a patent on developments. Horree: "The scope drying cabinets that we develop must, in addition to the legislation and regulations, meet two requirements: they must be beautiful and intelligent. There is a constant reflection on what the customer needs to be successful in the future.

Scope Design and Van Vliet are on the same page when it comes to innovation. Lans: "Not innovating means stopping growth. By continuously asking yourself what the customer wants in the future, you can anticipate instead of having to respond." The demand for Van Vliet scope drying cabinets is also growing

in the almost unexplored German market, because the product is smart, beautiful and user-friendly.

Horree: "Representatives would like to be seen with the product, so we notice that our investments continue to pay off." Van Vliet manages to bring a premium product to the market at a competitive price. "One of the goals we set for Scope Design is: can you develop a more innovative product with the cost price of the previous scope drying cabinet? This has worked well for years," says Lans.

Bram Zeldenrijk

## Patentable ingenuity and award-winning design

As an industrial design agency, Scope Design & Strategy from Amersfoort has been committed to the commercial success of its clients for 20 years; active in five branches for clients throughout Europe.

The results are creative, ingenious and internationally award-winning.

Scope Design helps companies to translate their (product) ideas into concrete and commercially interesting results. Design and ease of use are combined with technical ingenuity in an effective, result-oriented way. In this way an idea is converted into a functional product that is easy to produce.

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