



# DurbinDirections

Saving Lives by Saving Time

AUGUST 2009

## Welcome

to the August issue of Durbin Directions

Read about our success at the Coutts Family Business Awards and about my visit to Kenya. We have also recently acquired a second warehouse near Heathrow Airport, and launched a new marketing campaign for our Clinical Trials Supply division.



*Leslie Morgan*

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## Durbin wins another award

Hot on the heels of winning SME of the Year at the 2008 Business Excellence Awards, Durbin has now been named 'Best UK Family Business, London & Greater London' in the annual Coutts Prize for Family Business.

Coutts, who are known as the 'Queen's Bank', were impressed by Durbin for a wide variety of reasons including our 'business pragmatism', the company ethos of 'saving lives by saving time', and our consistent financial growth.

Juliette Johnson, Senior Family Business Adviser, Coutts & Co said "We're delighted to provide recognition to this special business and showcase their achievements for the benefit of other businesses. What really shines through is the strength of Durbin's values. These influence how and why things get done and act as the glue binding the business together.



## New Campaign



We have recently launched a new marketing campaign for our Clinical Trials Supply division. The campaign focuses on the strapline 'Durbin, your trusted partner: It's in our DNA!' and features two strands of the DNA chain symbolising supplier/customer partnership. It also highlights our three key messages: Global sourcing expertise, Transparent pricing and Global bespoke distribution.

For your next comparator drug or multi-centre trial enquiry, please call us on +44 (0)20 8869 6525 or email [clinicaltrials@durbin.co.uk](mailto:clinicaltrials@durbin.co.uk)

## Special Offers



International Sales department [www.durbin.co.uk](http://www.durbin.co.uk)

**Special Offer on Co-Phenylcaine**  
Lidocaine Hydrochloride 5% &  
Phenylephrine Hydrochloride 0.5%

**Only £9.80 per unit!**

Contact us today if you would like to receive regular special offers from our International Sales team. Our new-look offers are sent out every month and feature pharmaceuticals offered at a discounted price.

If you would like to receive these offers, please call +44 (0)20 8869 6501 or email [marketing@durbin.co.uk](mailto:marketing@durbin.co.uk)

### UK Imports

Tel +44 (0)20 8869 6555  
Fax +44 (0)20 8869 6582  
Email [imports@durbin.co.uk](mailto:imports@durbin.co.uk)

### International Sales

Tel +44 (0)20 8869 6501  
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### Clinic Sales

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### Medical Equipment, Consumable supplies and pharmaceuticals

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## Donation to Kenya



In April, Durbin's Managing Director, Leslie Morgan, went to Nairobi and enjoyed a long meeting and private lunch with Prime Minister Raila Odinga, as well as Kenya's Minister of Health, the Minister for Planning and other top officials. Leslie was in Nairobi donating specialist maternity beds, medical equipment and pharmaceuticals on behalf of Durbin PLC.

## New Warehouse

Reflecting the continued expansion of our business and the increased number of third-party distribution deals signed this year, Durbin has recently acquired a second warehouse close to Heathrow airport.

The new 8,500sq ft building is on the same site as our existing 12,500sq ft warehouse, and, like that facility, is fitted out to the highest standards. This includes a state-of-the-art evaporative cooling system which ensures that our stock is maintained at optimum temperatures and in peak condition at all times. Both sites also have refrigerated 2-8 °C storage facilities.



Having a total of over 20,000sq ft of warehouse space at our disposal gives greater flexibility with our stock-holding, ultimately facilitating quicker and more efficient deliveries to Durbin's customers.