

# FAQ – Dealers, Distributors & Suppliers

## **Who Is Etac?**

Founded in 1973, Etac is a world-leading developer and provider of pediatric and adult mobility products, assistive devices, and patient handling equipment, with product brands such as Star, Convaid, R82, Molift, Immedia and Etac.

The company is headquartered in Sweden, and besides Star Cushion Etac also operates Convaid | R82 in the US, sales companies in Scandinavia, Germany, Netherlands, United Kingdom, Italy and Australia, and has an extensive network of distributors in over 50 other markets around the world.

Etac's products are designed in Scandinavia and the US, and whether the solution is for a child or an elderly person, our aim is always to promote the individual's abilities and improve the caregiver's working conditions – through quality, functionality and design.

## **Why are you changing the sales company's name to Etac?**

Star Cushion has been part of Etac since 2016. Etac is one of the world's leading developers and providers of pediatric and adult mobility- and assistive devices as well as patient handling equipment, with product brands such as Star, Convaid, R82, Molift, Immedia and Etac. Many know at least one of our product brands but are not aware of our complete family of products.

By adopting Etac as our sales company name, we take the first step of making it easier to get to know our company and explore our full offering. As Etac, we continue to provide our Star products, only in an easier way.

## **What is changing, and when?**

Our sales company name changes from Star Cushion to Etac, and we make it easier to explore our full offering and do business with us:

- Etac's multiple websites will be replaced with one new website. Meanwhile, you can find all our current websites on [www.etac.us.com](http://www.etac.us.com).
- Etac's various email addresses will be replaced with one email address (@etac.com).
- Our tradeshow booth will be changed to reflect our new sales company name. The first time you meet us as Etac will be on the International Seating Symposium in Vancouver, March 3-6 2020.

We put you, our customer, in focus and you will be informed before any changes are made.

Please observe that we will continue to provide Star products as well as our other well-reputed product brands (Convoid, R82, Molift, Immedia and Etac) as always and there will be no change of our manufacturing. The ambition is only to make it easier to get to know our company and explore our full offering.

**Do you still sell Star products?**

Yes, we do. We only aim to make it easier to get to know our company and explore Etac's full offering, incl. the products brands R82, Convoid, Molift, Immedia and Etac.

**Will the product brand Star be changed into Etac?**

No, all Etac's product brands (Star, Convoid, R82, Molift, Immedia and Etac) will remain unchanged. It is only the sales company name that is changed into Etac. The ambition is to make it easier to get to know our company and explore our full offering.

**Will your other sales company in the US, Convoid | R82, also be renamed Etac?**

Yes, Convoid | R82 will also be renamed Etac. The ambition is to make it easier to get to know our company and explore our full offering.

**Have you changed your logos?**

Our sales company logo has changed from Star Cushion to Etac. Additionally, Etac's product brands (Star, Convoid, R82, Molift, Immedia and Etac) will add the tagline "by Etac" to their logo to ease recognition of our product range.

**What is the difference between the two Etac names/logos?**

Etac is the name of our company, as well as the name of one of our product brands.

**Do I still have the same dedicated sales representative?**

Yes, you still have the same dedicated sales representative. Our sales teams will not change due to the name change.

Your sales representative is happy to tell you more about the changes and our company – and if you are interested in other product categories from us, your sales representative will put you in contact with an expert within your field of interest(s).

**Can I still contact the same customer service and technical support team?**

Yes, you still have the same product/brand-specialized service and technical support team. Our dedicated support has not changed.

Your customer service representative/technician is happy to tell you more about the changes and our company – and if you are interested in other product categories from us, your representative will put you in contact with an expert within your field of interest(s).

**Do you still have the same phone numbers?**

Yes, you can still reach us on the same phone numbers.

**Will you still have the same email addresses?**

No, all email addresses will, in line with our new sales company branding, gradually be changed to firstname.lastname@etac.com. You will be informed before the change is made.

**Will I still visit the same website for product information and support?**

Yes, until we have replaced our multiple websites with one new Etac site you can still visit Etac's current websites. You can find all our current websites on [www.etac.us.com](http://www.etac.us.com).

**I follow the different brands on social media. Will the social media accounts still be active?**

Yes, you can still follow us on the same social media accounts.

But in line with our new sales company branding and the ambition of making things easier for our customers, we will also clarify our social media presence. We will share news about this upcoming enhancement before any changes are made. Stay tuned!

**Is the design and quality of your products changing?**

No. We will always aim to enhance the individual's ability and the caregiver's working conditions – through sustainable quality, functionality and design. That will never change.

**Is the price of the products changing?**

No, the prices of our products will not be changed as a result of the sales company name change.

**How will it affect me as a dealer/distributor?**

We believe that our sales company name change and related simplifications will make it easier to explore Etac's full offering and do business with us. For example, instead of various websites, all our product brands (Convaid, R82, Molift, Immedia, Star and Etac) will soon be offered through one website.

You will keep your dedicated sales representative and product/brand-focused customer service and technical support team to secure specialized service.

**Will it be possible for me to sell the whole Etac range now?**

The sales company name change does not affect any distribution contracts, but please explore Etac's full offering on our current websites (you find them all on [www.etac.us.com](http://www.etac.us.com)) – and contact your sales representative for more information. Your sales representative will put you in contact with an expert within your field of interest(s).

**If I only sell one of your product brands (e.g. Star), am I allowed to use the Etac logo as a reference to being "an Etac distributor/dealer"?**

Yes! As a distributor of our Star products (or any other of our product brands), you are an Etac distributor.

Please contact your sales representative for marketing support and/or if you are interested in more products from Etac's portfolio. Your sales representative will put you in contact with an expert within your field of interest(s).

**Who are our contractual parties?**

Today, we have three contractual parties for sales;

- **Star Cushion Products Inc** for Star products
- **Convoid Products LLC** for Convoid products
- **R82 Inc** for R82, Molift, Immedia and Etac products

No changes are required in your system for invoicing and purchase orders. There is also no change to our W-9 Tax form. We will still invoice and issue purchase orders from each of the three contractual parties listed above.

Please note that none of our manufacturing sites will change legal name.

**Is the regulatory labelling name changing?**

No, the regulatory labelling on our products will not change.

**Will I be required to upgrade a product simply due to the sales company name change?**

No, there is no need to upgrade a product due to the sales company name change. The name change will not affect the regulatory labelling on the products.

**Are you closing any facilities, or will there be any layoffs as a result of the name change?**

No, the sales company name change will not lead to any changes in our organization.

**Additional questions?**

Please contact your sales representative or customer service: +1 888-277-7827 (618-539-7070)