

# Puffed up

Healthcare product company, Pasante, received a warm reception at Arab Health 2010 for its 'Puffa Pouch', a creative way of encouraging youngsters to carry their asthma inhalers



**Pasante**<sup>®</sup>  
[www.pasante.com](http://www.pasante.com)

## FAST FACTS

**Company:** Pasante

**Country:** UK

**Industry:** Healthcare products

**Website:** [www.pasante.com](http://www.pasante.com)

Since 2000, Pasante has been an independent, family-owned and run company based in West Sussex. Specialising in condoms and lubricants, in recent years the company has expanded its range of products to include sticking plasters, diagnostic kits, disposable gloves, ultrasound probe covers, and a range of professional screening test kits.

In 2008, Pasante was approached by a man who had designed a lightweight cover for his son's asthma inhaler. He was looking for some help in distributing the product, and the company agreed to get involved. Today the 'Puffa Pouch' comes in six eye catching designs, and can be worn, carried on a key ring or clipped onto a bag or clothes.

"Of the half a million asthma attacks that resulted in patients being hospitalised last year, 75 per cent could have been avoided if an inhaler had been to hand," says Lawrence Boon, Managing Director of Pasante. "We know that children

in particular are too embarrassed to carry inhalers with them, but the Puffa Pouch takes away the stigma, and makes it a fashion accessory. Having it clipped on to their school bag, sports bag, or coat ensures that they are never without it. The Puffa Pouch also keeps the cap securely in place, so the inhaler doesn't get filled with dust, but delivers clean medication at the crucial moment."

## Distribution network

Pasante has personal relationships with its 800 customers in the UK, which include big names such as Tesco, Superdrug and Savers. But the company uses a network of distributors to take its products to the global market. Once it has found good local representation, it doesn't need to worry about becoming familiar with different languages, cultures or legal systems. It also avoids the need for local warehouses in which to store the products.

Having only recently begun to pursue an export strategy, Pasante is getting itself known overseas by

exhibiting at international shows. In October 2009, the company, supported by a grant from UK Trade & Investment, had a successful exhibition in Hong Kong, where it showed the Puffa Pouch and found five distributors covering Canada, the US, Australia, New Zealand and France. Also, in 2009, the company attended the Arab Health Exhibition & Congress in Dubai, with a view to introducing its range of condoms and lubricants to the Middle East. Having successfully found six distributors, resulting in significant opening orders, Pasante decided to return to Arab Health in 2010, adding the Puffa Pouch to its display.

"The Middle East was one of our first target markets outside of the UK," says Lawrence. "The UK is seen as being synonymous with good quality, and the ISO accreditation that we have for our products in the UK is recognised over there. There are low barriers to entry, and people over there are keen to see what UK companies have to offer."

## British contingent

When Pasante returned to Arab Health in 2010, it joined the British contingent under the banner of the Association of British Healthcare Industries. This gave the company the opportunity to exhibit alongside UK Trade & Investment, and the Puffa Pouch was featured in the UK Trade & Investment display case.

The 2010 exhibition was a great success. Pasante found exclusive distributors to take on its range of products in eight new countries: Saudi Arabia, Syria, Egypt, Malta, Bahrain, Qatar, Kuwait and Bulgaria. Initial orders of £65,000 have already come in, of which £25,000 are for the Puffa Pouch. With anticipated sales in the region of up to £250,000 for this year, Pasante is well on the way to achieving its five-year goal of growing exports to account for 20 per cent of the business.

“We’re really happy with the way our entry into the Middle East has gone so far,” says Lawrence. “It was evident as we exhibited alongside UK Trade & Investment that we had the support of the British Government, and this undoubtedly made a positive impression. Having our products shown on the UK Trade & Investment stand really generated interest and we had a direct introduction by UK Trade & Investment from a major international company that was very interested in the Puffa Pouches. Beyond Arab Health, meeting UK Trade & Investment representatives based in various countries around the world has given us a whole new network of local contacts in overseas markets, and we will certainly be making the most of this.”

## Helping you to do business abroad

Doing business in another country can be a challenge, so it’s good to know that UK Trade & Investment is there to help you succeed.

Through a range of unique services, including participation at selected trade fairs, overseas missions and providing bespoke market intelligence, UK Trade & Investment can help you crack foreign markets and quickly get to grips with regulations and business practices overseas.

Through our Passport to Export programme we offer new and inexperienced exporters:

- free capability assessments
- support in visiting potential markets
- mentoring from a local export professional
- free action plans
- customised and subsidised training
- ongoing support once you’re up and running

For further information please visit [www.ukti.gov.uk](http://www.ukti.gov.uk)

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## The UK and the United Arab Emirates

The United Arab Emirates (UAE) is the UK’s largest market in the Middle East and 14th largest export market in the world, with total exports worth £3.7 billion.

70 per cent of exports go to Dubai, 18 per cent to the Northern Emirates and 12 per cent to Abu Dhabi.

Dubai has a vibrant tourist industry, a thriving free trade zone, and is embracing new technology through

ventures such as Dubai Internet City and Media City.

The UK’s main sectors for export to the UAE are manufactured goods, telecommunications equipment, industrial machinery, vehicles and power generation equipment.

For further information about business opportunities in the UAE, please go to [www.ukti.gov.uk](http://www.ukti.gov.uk)



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