



Apolonia Medical is launching collaboration with the distributors and wholesalers of doctors' office equipment. As a result, the company is looking to build a dealership network consisting of dozens of distribution outlets. Apolonia Medical has already signed agreements with eight such distributors.

‘One very important element of this initiative is to not just broaden the market, but also to promote and advertise our products,’ said Piotr Trzaska, the chief executive of Apolonia Medical.

‘The partners receive a whole set of tools which include traditional forms, such as photos, visualizations, assistance in creating Internet subpages containing advertising content that promotes the Apolonia Medical brand etc. We are also offering very high rebates for display products. The company will also help in organizing and conducting technical, commercial and marketing training sessions,’ Trzaska adds.

Apolonia Medical is a manufacturer of dental office equipment made using expanded foam polyvinyl chloride, polymethyl methacrylate and polycarbonates.