



PROMEDIA

Laboratory supply specialists



COMPANY PROFILE



Laboratorijska Oprema
Imunologija
Molekularna Biologija
Hematologija
Sušnice
Kontrola Kvaliteta
Patologija
Transfuzija
Vage
Higijenski Monitoring
Zastitna Oprema
Preanalitika
Laminari
Sterilizacija
Pipete
Antitela
Veterina
Imunohistohemija
Gastrodijagnostika
Uzorkovanje
Molekularna Dijagnostika
Biohemijski Analizatori
Šejkeri
Molekuli
Digestori
Analiza uzoraka
Life Science
Inkubatori
Alergologija
Mikroskopi
Mikrobiologija
Sterilizatori
Mikropipete
Laboratorijska Plastika
Priprema Uzoraka
Hematološki Analizatori
Centrifuge
Čelijske Kulture
Protočna Citometrija
Elisa
Medicina





25 years of ProMedia.



2017-2019

PROREADY - PRODUCTION OF READY TO USE MICROBIOLOGICAL NUTRIENT MEDIA, and establishing our own quality control laboratory.



2016

2 decades of successful work. Construction of a new logistics center



2010-15

ProMedia is expanding its business space in Zrenjanin, is moving to a new business center in Belgrade and established a representative office in Nis.



2009

MetroCert - accredited calibration laboratory



2006

The first ten years of existence. ProMedia gets its own administrative modern one building.



2005

Entering the world of quality. Introduction international standard ISO 9001: 2008 and process orientation in improving performance.



2000

Establishment of a Limited Liability Company responsibility. The beginning of serious work and first international cooperation. Beginning of professional work on the presentation foreign producers in Serbia.



1996

The year it all started. The ProMedia Agency was established which dealt with trade of laboratory glassware and chemicals.



HISTORY

ProMedia is a family company, founded in 1996, based in Kikinda with only one goal- to create a stable and successful company.

Since 2000, the legal form has changed with a well-defined organizational structure. During the years, we have earned and preserve the trust of our principals. Creating a respectable portfolio is proof that our way of doing business is recognized and acknowledged.

With its organization and way of working, the company is constantly adapting to modern ways of doing business, both in the domestic and in the market of the Region (ex-Yugoslavia).

The earliest ideas and the first set goals have not been forgotten to this day. These objectives are the mission, vision and business policy of ProMedia. It contains company values, attitudes and ideas - a strategy on which we want to build the future.

In line with the way of doing business, ProMedia is fully prepared to meet the challenges of the future.



WHO ARE WE?

Reliability, Responsibility, Flexibility and Innovation are values that we promote and strengthen on a daily basis at the company level.

ProMedia is not a distributor of good brands, but a long-term strategic partner that can provide the best way to the market with capabilities that combine production, procurement, logistics, sales and marketing.

We have an entrepreneurial spirit, a corporate structure and a corporate culture.

We are leaders and self-initiators who react quickly to changes, develop new ideas and create new opportunities.

We are dedicated to our business, we are communicative, energetic and motivated.

We learn continuously as we develop ourselves and our partners.

We are guided by personal example of excellence and take responsibility for our actions.

We keep our promises.

We value strong and long-term partnerships.

We follow clearly defined procedures.

We respect each individual and his personality.

We treat our partners the way we would like them to treat us.

We respect our colleagues and business partners on a personal and professional level.

We are a company that develops a high level of social responsibility towards its employees and towards local communities.

Our key strategic points are: a culture of high performance, sustainable development, operational excellence and monitoring of new technologies.





BUSINESS POLICY

The word partnership is the foundation of our existence. Overcoming the buyer-seller relationship and establishing partnerships is the key to success for both parties.

This relationship is the ultimate goal of targeting the needs of users of our services. Understanding the needs of our principals and clients is valuable for the decisions made at ProMedia.

The partnership unites a common goal and a common mission.

ProMedia has no customers or suppliers, ProMedia only has partners.

With partners we exchanging knowledge, experience and reach maximum quality of cooperation.

PARTNERS

We are aware that strong and positive relationships are the key to success in business life.

Our biggest partners are:

Military Medical Academy

Clinical centers (Serbia, Vojvodina, Nis)

Clinical and hospital centers (Kragujevac, Zvezdara, Bežanijska kosa)

Institutes of Public Health (Serbia, Vojvodina, Nis, Kragujevac)

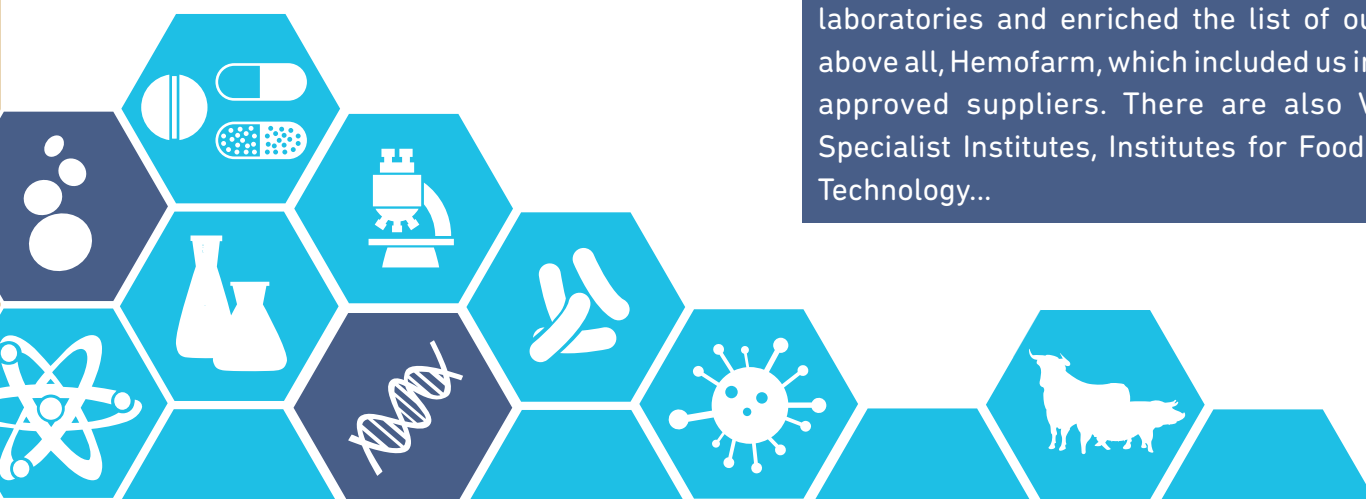
City Institute for Public Health, Belgrade

Institutes for public health (Subotica, Sombor, Zrenjanin, Pancevo, Uzice, Valjevo, Vranje)

We have long-term and strong partners in our principals:

Euroimmun, Mindray, HiMedia, AliFax, Microbiologics, The Binding Site, SSI, Partec, R&D systems, Stem cell technologies, PMS...

Entering the world of production, we became an even stronger link in the supply of microbiological laboratories and enriched the list of our friends, above all, Hemofarm, which included us in the list of approved suppliers. There are also Veterinary Specialist Institutes, Institutes for Food and Meat Technology...



QUALITY SYSTEM

Quality is the basis of all activities in ProMedia and is implemented in a simple way: to offer a service of top and easily verifiable quality.

The official certificate for entering the world of quality is the certificate for the international standard ISO 9001, obtained in 2006.year.

With the introduction of the ISO 14001 and OHSAS 18001 standards in 2014.year, we received another confirmation of the quality of our many years of work.

The quality management system is effectively implemented and in production of ready to use microbiology media in 2017.year, we are certified according to the ISO13485 standard.

After years of experience and work in a documented system, quality in ProMedia has become a function. All activities are aimed at continuous improvement in which all employees participate. The result of such teamwork is complete customer satisfaction through quality service, distribution, support and maintenance of product quality.



MISSION

To become a world standard company in the laboratory supply chain with a focus on implementing a culture of high performance in business, health care promotion and quality maintenance following operational efficiency, advancing technologies and innovations, all for the benefit of our clients, principals and society in general.

The mission of achieving excellence in the production and supply of laboratories and medical institutions, makes us able to meet the highest demands of users.

Become our partners, because we are:
Laboratory supply specialists.



VISION

ProMedia's vision is to be the leader, both in production and in the supply chain of laboratories in Serbia and the region, and a unique partner and factor in their development and prosperity.

The basic principle is to work on constant development: corporate governance, corporate identity, corporate social responsibility and leadership culture.





ORGANISATIONAL STRUCTURE

ProMedia conducts its business from four business centers located in Kikinda, where the company is headquartered and offices in Zrenjanin, Belgrade and Nis.

The company consists of four major divisions: Sales and Marketing, Department of support and corporate affairs, Metrocert - Calibration Laboratory and ProReady - Production.





SALES AND MARKETING SECTOR

Sales and marketing activities are the basic process and activity of the company. There is also sales assistance, public procurement, service departments that provide complete support to the sales team.

Market research and analysis, communication with clients and knowledge of their needs are the most important tasks in the function of this sector.



SUPPORT AND CORPORATE AFFAIRS SECTOR

This sector is made by the following departments: Logistics , Accounting and Finance, Legal and regulatory affairs, Supply and Freightage, ICT and Human resources.

LOGISTICS CENTER AND WAREHOUSE

Due to the increase in workload and increasing demands to meet the needs of the market, ProMedia in 2016.year opens a new, modern and fully equipped logistics center.

In the hall with an area of over 1000m² and a height of 8 m, there is a warehouse of wholesale medical devices, a customs warehouse, a production plant and offices for logistical support.

ProMedia has equipped fleet, which has more than 30 vehicles including trucks on a train medical supplies, vehicles for the transport of goods in cold chain and special vehicles for the transport of dangerous goods under ADR requirements.

The wholesale warehouse within the logistics center has an area of over 500m² on the ground floor, with additional gallery space. It has 4 cooling chambers of 80m². The warehouse is provided as an electronic control systems separate entry staff and visitors, fire alarm systems and constant video surveillance and physical security. The logistics center itself has over 20 employees.





HUMAN RESOURCES

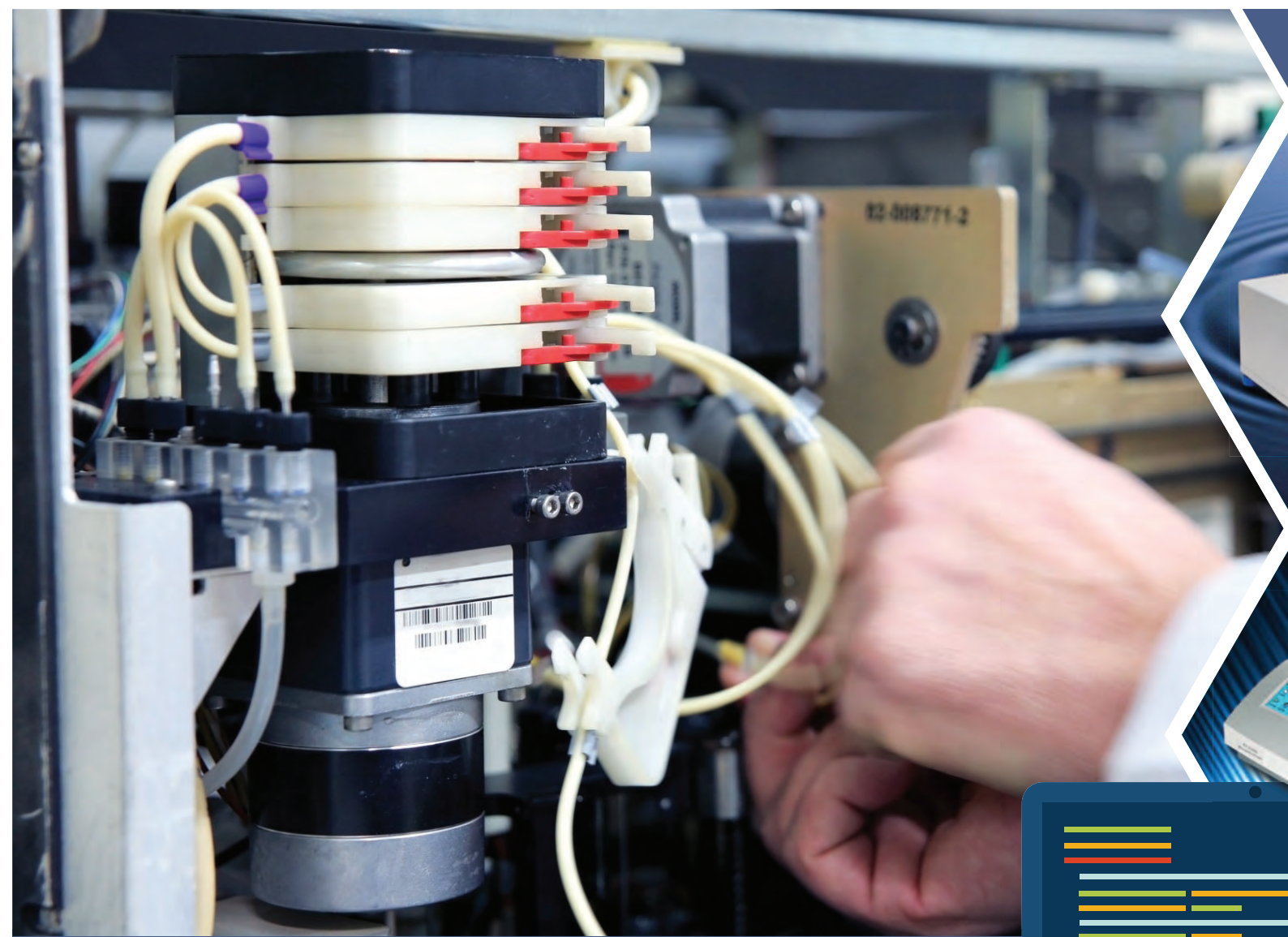
The development of each of company inevitably follows the development of its human resources. ProMedia has recognized the most important segment of business in the right way and put it in first place as an investment of company. One of the basic goals of the human resources service is to deal with employees at all levels, from the recruitment process to planning the further development of all employees. The knowledge, expertise and experience of our employees are invaluable for the expansion and success of the company. Employees are constantly educated and improved through professional trainings, seminars and lectures. Special attention is given to internally communication and care about satisfaction of employees in company.

80 employees live and work with ProMedia and that is actually our greatest strength. We are proud that a large part of the employees is together with us since the very beginning of the company. We consider the relationship of trust built in the company to be one of our greatest successes.

The greatest potential is highly skilled and professional staff in all areas of business. Enthusiasm, desire to prove yourself, dedication to work, loyalty to home, but certainly harmony between experience and youth are the key that helps ProMedia to grow and develops from year to year.

ProMedia recognizes great importance of team spirit, but also to individual initiatives. In process of making decisions, we insist on open dialogue, and after that process, the decision becomes unique and team-based. Thus, in a very easy way we manage to align goals of the company with the expectations of employees.

Nurturing the collective spirit and teamwork is what we practice every day. We know that the whole is bigger than the sum of the parts, and by working in that way, we manage to achieve more business goals, as well as more satisfaction.



SERVICE CENTER AND APPLICATION SUPPORT

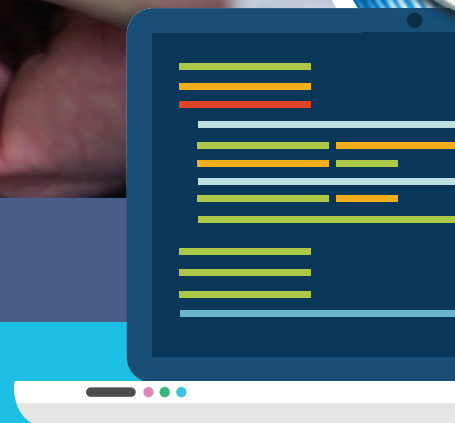
Maintaining equipment in professional operation is a sensitive and demanding part of our business.

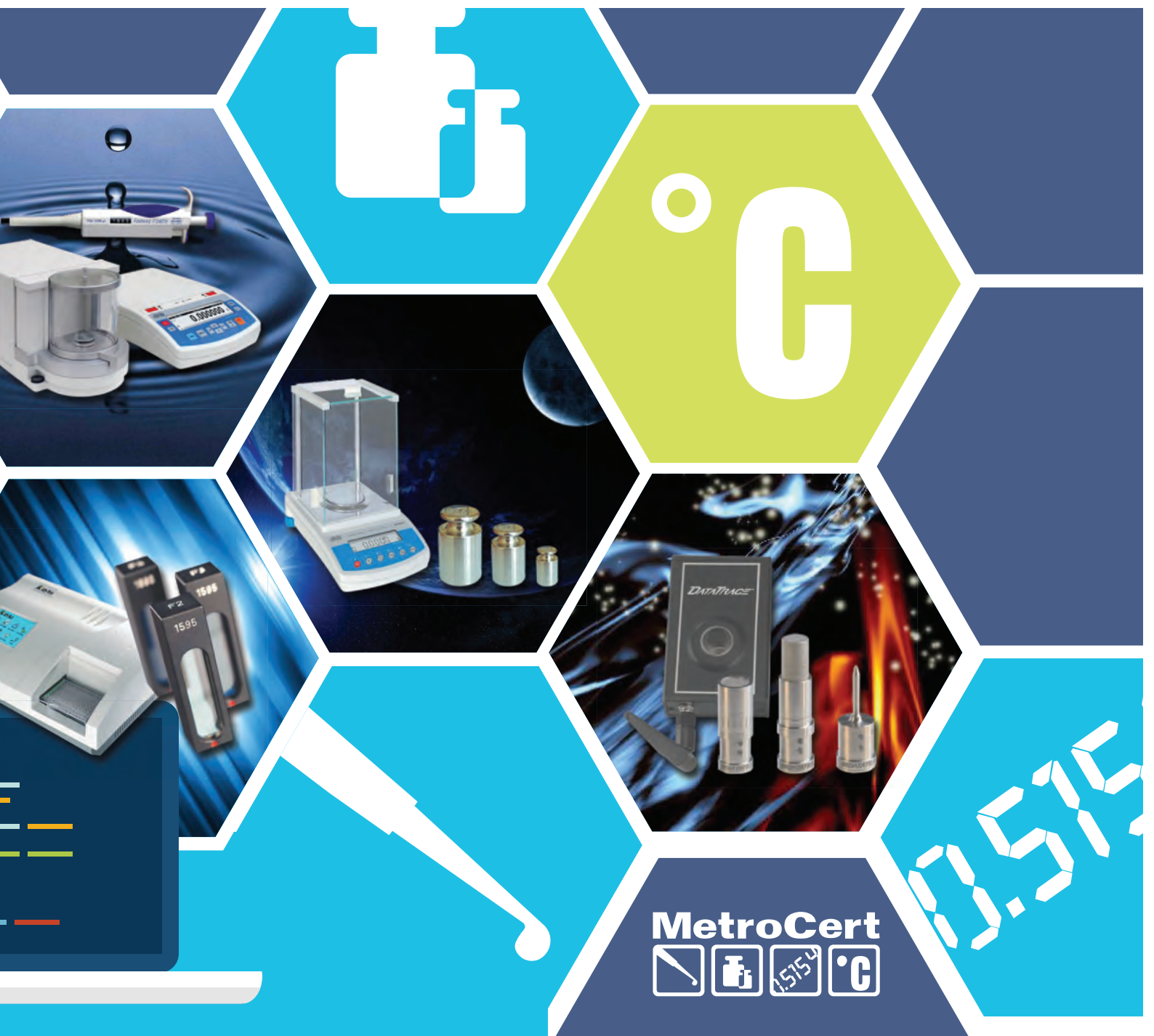
Taking this into consideration, ProMedia has developed the Service Center as a separate unit whose task is to take care of customer equipment, proper and timely maintenance as well as emergency servicing of equipment in case of sudden malfunctioning of equipment.

Also, the ProMedia Service Center gathers experienced application experts ready to provide professional support to the client in the fields of biochemistry, microbiology and PCR.

The members of the Service Center team make continuous efforts to improve the quality and expand the range of their services, following the latest technical achievements and applications.

ProMedia, through its centers in Kikinda, Belgrade and Nis, is able to respond to the most demanding tasks and offer a high level of quality of a large number of services.





MetroCert
✎ 🧪 15150 °C

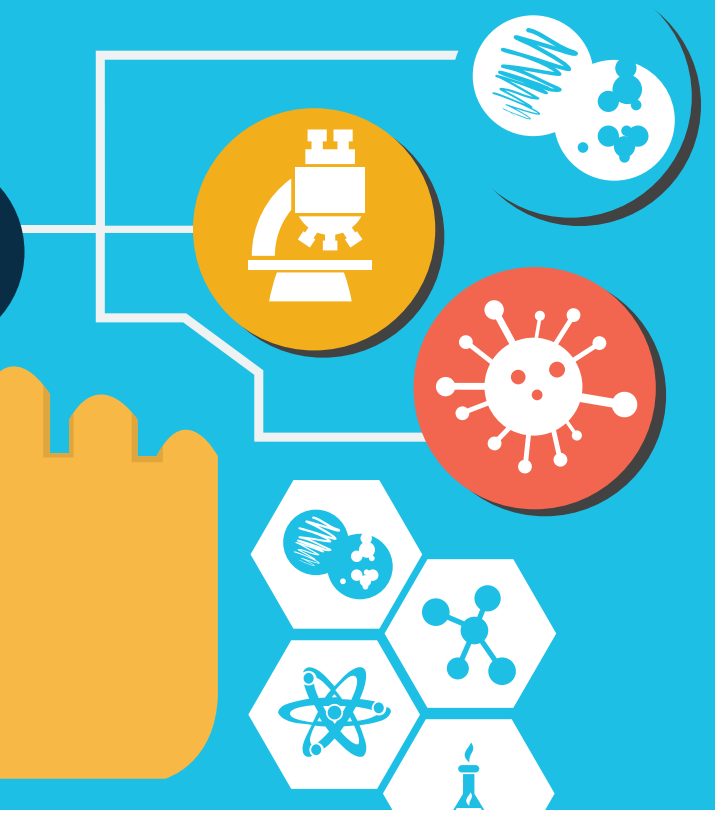
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METROCERT ACCREDITED CALIBRATION LABORATORY

MetroCert is a modern accredited laboratory for calibration of scales. The certification was performed at the beginning of 2010 year by the Accreditation Body of Serbia.

Its scope of accreditation includes calibration of volume, mass, devices for maintaining set values of temperature and humidity and devices that base their work on spectrophotometry.


Special attention is paid to the receipt and adequate packaging and transport of the scales, as well as the measurement itself, ie taking over the results.

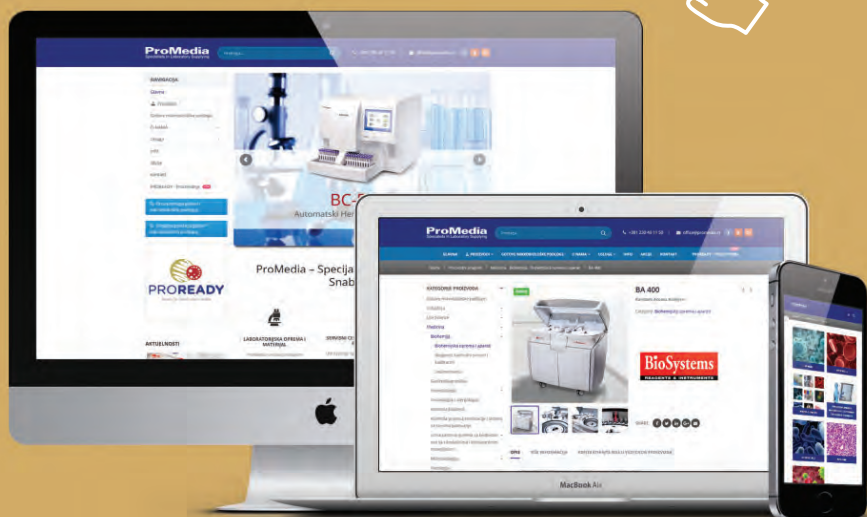


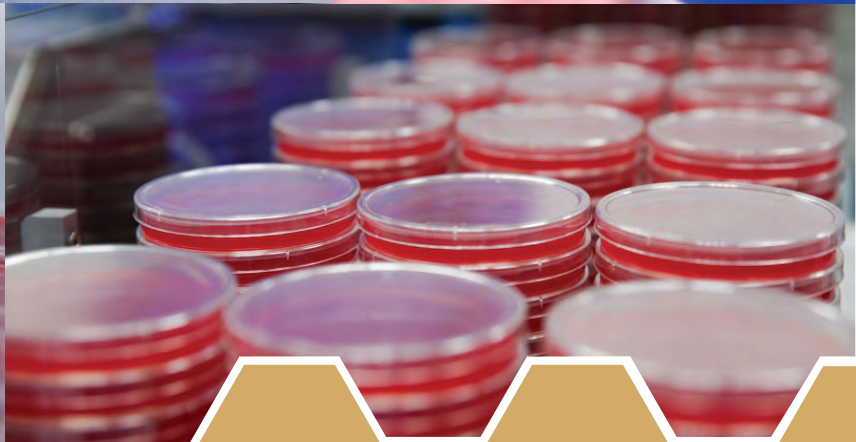
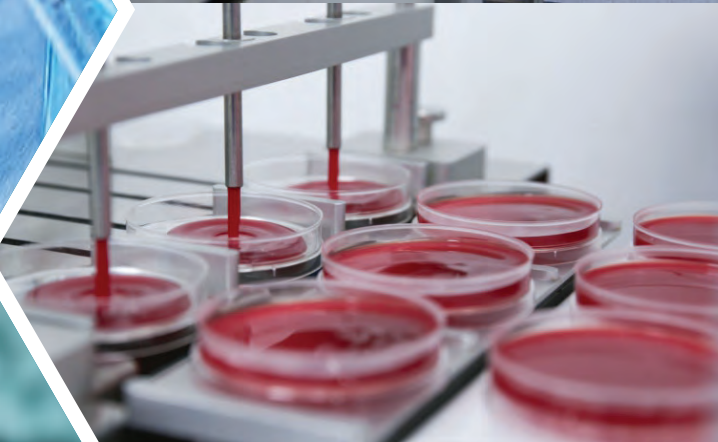


SALES PROGRAM

ProMedia sells laboratory equipment, reagents, chemicals, sterilization control materials and laboratory consumables for microbiological, biochemical, cytogenetic and PCR laboratories, as well as quality control laboratories for water, food, drugs and other industrial laboratories

www.promedia.rs 





PROREADY – PRODUCTION OF READY TO USE MICROBIOLOGICAL NUTRIENT MEDIA

As the crown of two decades of work and another chapter in a series of successful business, the idea of production became a reality in 2017 year. Another story was completed, a ready-to-use nutrient medium of reliable quality was made, which meets the requirements of sanitary and clinical laboratories, as well as the pharmaceutical industry. The ProReady product range, with a wide range of formats, formulations and sizes, adapts to the needs of end users and sets standards in operation.

In accordance with the guidelines of good manufacturing practice, produced in the most modern laboratory, ProReady substrate meets all the requirements necessary for the highest product quality: CE, IVD, ISO 13485.

The goal is the same here: to become a reliable supply partner and to provide complete comfort in work of our end users.



PROREADY
Ready To Use Culture Media



Antitela Biohemija Laboratorijski Materijal
 Laboratorijska Oprema Industrija
 Uzorkovanje Hematologija
 Elisa Molekuli
 Molekularna Biologija
 Mikrobiologija
 Veterina
 Vortexi Citogenetika
 Sušnice Laminari
 Kontrola Kvaliteta
 Šejkeri Patologija
 Transfuzija
 Vage
 Zastitna Oprema
 Mikroskopi
 Pipete Alergologija
 Imunohistohemija
 Inkubatori
 Gastrodijagnostika
 Sterilizacija
 Preanalitika
 Molekularna Dijagnostika
 Biohemijski Analizatori
 Life Science
 Sterilizatori Digestori
 Laboratorijska Plastika
 Analiza uzoraka
 Protočna Citometrija
 Hematološki Analizatori
 Centrifuge Čelijske Kulture
 Priprema Uzoraka
 Higijenski Monitoring
 Mikropipete

Medicina

PROREADY – PRODUCTION OF
 READY TO USE
 MICROBIOLOGICAL
 NUTRIENT MEDIA

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