



# ZOLL Medical Corporation

## Brand Guidelines

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April 2021

**ZOLL**<sup>®</sup>  
an Asahi Kasei company

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All rights reserved.

# Contents

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Introduction	3
Objectives	3
Logo Guidelines	4
Boilerplate	8
Photography	9
Usage Rights	11
Typography	13
Colors	14
Marketing Materials	
General Guidelines	15
Brochures	17
Specification Sheets	17
Tech Notes & Guides	20
Advertising	21
PowerPoint Templates	26
Stationery	
Business Cards	27
Letterhead and Envelope	28
Electronic Templates	
E-Letterhead	29
E-Memo	30
E-Fax	31
Email Signature	32
Frequently Asked Questions	33

# Introduction

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This document has been developed to provide you with guidelines on proper usage of our corporate logos, colors, and layouts. Following these guidelines will help ensure the consistency needed to project ZOLL as a well-established and credible global corporation.

We have had a long-term strategic goal as a company of “owning resuscitation,” which we’ve accomplished, according to branding research conducted in 2012. ZOLL may have started out as a defibrillation company more than 30 years ago, but we are much more than that today. It is through products like LifeVest® and Thermogard XP®, in addition to truly unique offerings like the X Series®, R Series®, AutoPulse®, Real CPR Help®, See-Thru CPR®, and RescueNet® software solutions that ZOLL has realized the goal of becoming the world leader in resuscitation. We have the opportunity to continue to expand further into critical care and other related fields under the ownership of Asahi Kasei and have already grown our product line.

Our aim is to create a clear, consistent, and understandable brand identity in our customers’ and stakeholders’ minds. The materials you develop using this guide will help us achieve this objective. It gives you a starting place from which to create whatever communications pieces are necessary, whether a PowerPoint presentation, trade show booth graphics, promotional flyers, direct-mail pieces, or other print or electronic sales and marketing tools.

This document is updated as things change or get added (e.g., a ™ becomes an ®, or a new product is introduced). It will be posted to [www.zoll.com/officialtemplates](http://www.zoll.com/officialtemplates), and available by request from Marketing Communications in Chelmsford, so be sure to check periodically to see if there have been any updates to the version you are using.

Any questions should be directed to Andrew Seletz, 978-421-9793, [aseletz@zoll.com](mailto:aseletz@zoll.com).

Thank you,

Integrated Marketing Communications Team

## Objectives

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- Consistently convey the uniqueness of ZOLL’s products through a distinct and memorable corporate identity.
- Differentiate ZOLL from competition by applying a distinct look and feel that will help build awareness for ZOLL and its products.
- Ensure continuity of graphics and messaging across all product lines, markets, offices, franchises, and countries.

# Logo Guidelines

- The ZOLL logo in Pantone 3005 is the preferred usage in most instances.
- Never modify the ZOLL logo in any way.
- The ZOLL logo should always be printed in Pantone 3005 ZOLL Blue (100C, 46M, 2Y, 0K or R0 G116 B200).  
In cases where color is not available, printing in all black is acceptable.
- When using the logo on black or dark color background, print all white.
- Avoid placement of logo over photography or light color backgrounds, or in headlines and sentences.
- No other color combinations than the above mentioned should ever be used.
- The ® should be at the base of the last "L."

## Clear Space

- A minimum space equal to one-half the height of the letter "Z" in the ZOLL logo should be maintained around the logo.

## Company Name Usage

- ZOLL Medical Corporation
- Always capitalize "ZOLL" when speaking about the company. First reference should be "ZOLL Medical Corporation" and then just ZOLL afterwards.
- Paul M. Zoll, MD First reference as above, then "Dr. Zoll" thereafter. This is one exception to "ZOLL," since it is a person's name.
- The other exception is in the company's website address, which is all lower case, [www.zoll.com](http://www.zoll.com) and in email addresses, [jsmith@zoll.com](mailto:jsmith@zoll.com).



½ Z		½ Z
Z-		
½ Z		½ Z



## Logo Guidelines – cont.

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- **Do not** change the space between the letters



- **Do not** distort or alter the type in any way



- **Do not** outline the logo



- **Do not** use the logo on a textured or patterned background



- **Do not** enclose the logo within a shape



- **Do not** add styling to the logo, including a shadow, bevel, etc.



- **Do not** use the logo in copy or headlines



- **Do not** use the logo with tag lines above or below the logo



# Logo Guidelines for ZOLL Asahi Kasei

- The ZOLL Asahi Kasei logo in Pantone 3005 with tag line in black is the preferred usage in most instances.
- Never modify the ZOLL Asahi Kasei logo in any way.
- The ZOLL Asahi Kasei logo should always be printed in Pantone 3005 ZOLL Blue (100C, 46M, 2Y, 0K or R0 G116 B200) tag line in 100% Black. In cases where color is not available, printing in all black is acceptable.
- When using the logo on black or dark color background, print all white.
- Avoid placement of logo over photography or light color backgrounds, or in headlines and sentences.
- No other color combinations than the above mentioned should ever be used.
- The ® should be at the base of the last "L."

## Clear Space

- A minimum space equal to one-half the height of the letter "Z" in the ZOLL Asahi Kasei logo should be maintained around the logo.

## Asahi Kasei logo Usage

- ONLY for use on ZOLL Corporate materials (not for use when dealing with individual markets)
- ZOLL Asahi Kasei logo can not be incorporated with other taglines, logos, or, word marks



1/2 Z		1/2 Z
Z	<b>ZOLL</b> ® an Asahi Kasei company	
1/2 Z		1/2 Z

# Logo Guidelines for Asahi Kasei logo

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- The Asahi Kasei logo in Pantone 2935 is the preferred usage in most instances.
- Never modify the Asahi Kasei logo in any way.
- The Asahi Kasei logo should always be printed in Pantone 2935 Asahi Kasei Blue (100C, 60M, 0Y, 0K or R0 G91 B172).  
In cases where color is not available, printing in all black is acceptable.
- When using the logo on black or dark color background, print all white.
- Backgrounds of various colors and patterns may be used with the Group Logo. It is essential, however, to maintain ready recognition and readability of the Group Logo by using the Group Color Asahi Kasei Blue (or an Approximation Color) or black for the Group Logo on white or pale color backgrounds, and white on dark or complex backgrounds.
- No other color combinations than the above mentioned should ever be used.

## Clear Space

- The Group Logo should always be surrounded by an open space, or “isolation zone,” extending on all sides at least one-half the full height of the Logo.



# ZOLL Boilerplate

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## **Press Releases and Marketing Literature**

Please use the following language at the end of all press releases or as a company description for general purposes, including on the back page of marketing literature whenever possible.

## **About ZOLL Medical Corporation**

ZOLL Medical Corporation, an Asahi Kasei company, develops and markets medical devices and software solutions that help advance emergency care and save lives, while increasing clinical and operational efficiencies. With products for defibrillation and cardiac monitoring, circulation enhancement and CPR feedback, supersaturated oxygen therapy, data management, ventilation, and therapeutic temperature management, ZOLL provides a comprehensive set of technologies that help clinicians, EMS and fire professionals, as well as lay rescuers, improve patient outcomes in critical cardiopulmonary conditions. For more information, visit [www.zoll.com](http://www.zoll.com).

## **About Asahi Kasei**

The Asahi Kasei Group contributes to life and living for people around the world. Since its foundation in 1922 with ammonia and cellulose fiber business, Asahi Kasei has consistently grown through the proactive transformation of its business portfolio to meet the evolving needs of every age. With more than 40,000 employees around the world, the company contributes to sustainable society by providing solutions to the world's challenges through its three business sectors of Material, Homes, and Health Care. Its health care operations include devices and systems for acute critical care, dialysis, therapeutic apheresis, transfusion, and manufacture of biotherapeutics, as well as pharmaceuticals and diagnostic reagents. For more information, visit [www.asahi-kasei.com](http://www.asahi-kasei.com).

# Photography

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The use of photographic images within the ZOLL visual system is very important. This is where our customers can envision themselves using our products in different environment settings.

It's important that the photo helps visually communicate the "ZOLL story." We want the photography to represent a "true" natural setting while connecting with our audience.

When possible the focal point should be on our key audience/market, whether it's a paramedic, doctor or dentist, with the product in use by the customer or professional as opposed to primarily on the victim or product. It's important to capture the emotional aspect of the scene through proper lighting, environment and settings.

When applied to literature or online usage, silhouetted product photography is combined with the environment photos to tell the complete story. When applied in a tradeshow setting, the same remains true by using the environment photography in conjunction with the actual ZOLL products.





## Photography – cont.

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# ZOLL Photo, Video, and Audio Guidelines

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## **ALWAYS assume that Images, Photos, Videos, Music, or other media obtained from the internet is protected by copyright**

Never use an image, illustration, photograph, video, or audio without first doing research to determine its copyright status since online content (e.g., obtained from Google, YouTube, Facebook, Instagram, etc.) is often protected by copyright.

## **Use ZOLL Photos, Videos, and images whenever possible**

- Whenever possible, use ZOLL photography and imagery that can be found on:  
[zollimagesdphoto.com](http://zollimagesdphoto.com)
- Request original photography or videos by contacting our in-house services team at ZOLL.
- Contracted photography, audio (e.g., music, voice over), and videos should include unlimited use license
- Obtain a model release from any persons in ZOLL photography or videos. This isn't a copyright issue, but a privacy/publicity issue.

## **Use royalty free images, stock footage, and audio from stock photo agencies**

Purchase images from stock photo agencies and follow the license terms. You're not outright buying an image from a stock agency, but are paying for certain uses of it. If the media is subject to a license, read the specific terms and conditions, and reach out to ZOLL's intellectual property counsel if there are any questions.

## ZOLL Photo, Video, and Audio Guidelines – cont.

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### **Restricted Uses**

- No Unlawful Use. You may not use content in a pornographic, defamatory or other unlawful manner, or in violation of any applicable regulations.
- No Commercial Use of Editorial Content. You may not use content marked “editorial” for any commercial, promotional, advertorial, endorsement, advertising or merchandising purpose.

### **Confirm who owns the copyright of the Photo, Audio, or Video**

Always verify that ZOLL has received rights and permissions prior to using on ZOLL websites, social media, print, and other mediums. Ask owner, if they still have the rights to the photograph, audio, or video and can provide you with permission to use it.

### **NOTE:**

Click the link below to download the photo consent form : [ZOLL Consent Form](#)



# Typography

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## Headlines

- Futura Bold, Heavy, Book
- No limit to the point size

## Subheads

- Futura Bold, Heavy, or Medium
- Same point size and leading as body text

## Body Text

- Futura Light or Univers Light Condensed
- Suggested point size: 10.5 point
- Minimum leading: 12 point
- Maximum leading: 18 point

## White Papers

- Adobe Garamond and Futura Mix

## Web

- Futura (major heads and subheads)
- Open Sans (navigation block copy and body copy)

*Fonts can be purchased at  
[www.fonts.com](http://www.fonts.com) or [www.adobe.com](http://www.adobe.com)*

*Note: Do NOT use the condensed version  
of Futura.*

Futura Light

*Futura Light Italic*

Futura Book

*Futura Book Italic*

**Futura Bold**

***Futura Bold Italic***

Univers Light Condensed

*Univers Light Condensed Italic*

**Univers Bold Condensed**

***Univers Bold Condensed Italic***

Adobe Garamond Regular

AdobeGaramondRegularItalic

Adobe Garamond Bold

Adobe Garamond Bold Italic

# Colors

The primary color in all ZOLL printed material is Pantone 3005 (100C, 46M, Y2), and in ZOLL web/e-mail material is hex color #0074C8.

Secondary colors may also be used when appropriate according to market. Some suggested uses are for graphic elements, charts and graphs.

The colors on this page may not print to accurately represent the colors listed. Please refer to the formula noted.

## PRIMARY:

### ZOLL Blue

Pantone 3005C  
C100 M46 Y2 K0  
R0 G116 B200

## SECONDARY:

### "AED Green"

Pantone 382C  
C30 M1 Y100 K0  
R193 G211 B49  
HEX: #C1D331

### Orange

Pantone 158C  
C0 M61 Y97 K0  
R245 G128 B37  
HEX: #F58025

### Grey

50% Black  
C0 M0 Y0 K50  
R147 G149 B152  
HEX: #939597

### Dark Blue

Pantone 7694C  
C100 M77 Y34 K21  
R0 G65 B107  
HEX: #00416B

### Purple

Pantone 2370C  
C92 M81 Y0 K21  
R40 G62 B133  
HEX: #283e85

## Breakdown per market:

### PUBLIC SAFETY



### EMS



### MILITARY



### HOSPITAL



# Marketing Materials – General Guidelines

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## Mandatory Elements

- Copyright

All marketing materials should include copyright and notice:

©2021 ZOLL Medical Corporation.

All rights reserved. NAME of registered (or TM) product(s), and ZOL are trademarks or registered trademarks of ZOLL Medical Corporation in the United States and/or other countries. All trademarks are the property of their respective owners.

- Legal type

Trademarks that appear in any marketing pieces should be listed as part of the legal copy after the copyright.

Only include trademarked names that are referenced.

Note: It is no longer necessary to separate out trademarks and registered trademarks when the approved legal copy to the right is used.

- Addresses

The corporate address always appears on all materials. When space allows, include direct sales subsidiary locations organized alphabetically. When space is limited, use just the Worldwide Headquarters address followed by the statement, “For the ZOLL location nearest you, visit [www.zoll.com/contacts](http://www.zoll.com/contacts).”

- References, if used, should be formatted as follows:

1. Kern K, et al. *Bailliere’s Clinical Anaesthesiology*. 2000;14(3):591–609.

### General ZOLL Copyright

©2019 ZOLL Medical Corporation. All rights reserved.  
AutoPulse, LifeBand, and ZOLL are trademarks or registered trademarks of ZOLL Medical Corporation in the United States and/or other countries. All trademarks are the property of their respective owners.

### Thermogard XP Copyright

©2019 ZOLL Medical Corporation. All rights reserved.  
Thermogard XP and ZOLL are trademarks or registered trademarks of ZOLL Medical Corporation and/or ZOLL Circulation Inc. in the United States and/or other countries. All trademarks are the property of their respective owners.

### References

1. Kern K, et al. *Bailliere’s Clinical Anaesthesiology*. 2000;14(3):591–609.
2. Halperin HR, et al. *Journal of the American College of Cardiology*. 2004; 44(11):2214–2220.

NOTE: Journal names can be abbreviated to save space

## Marketing Materials – General Guidelines – cont.

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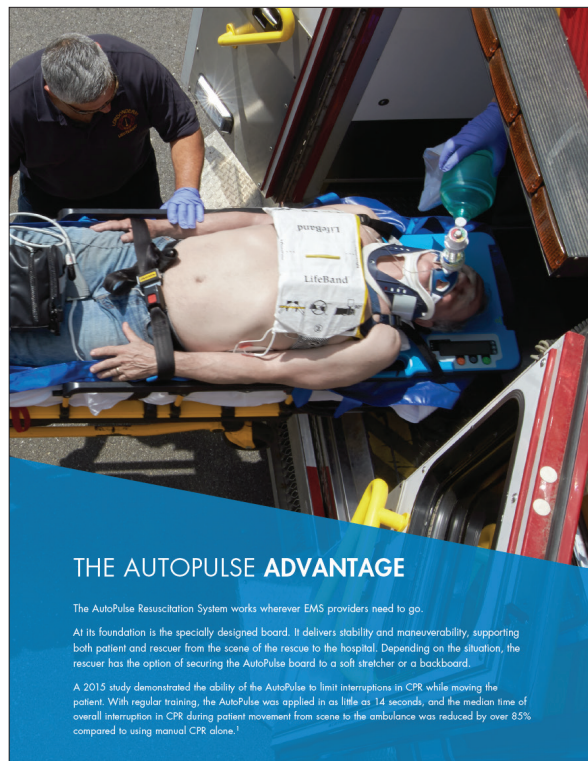
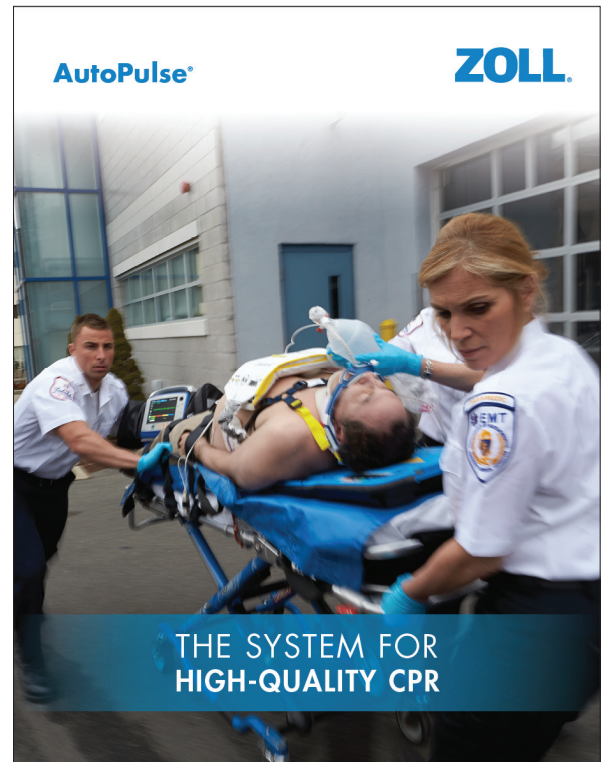
### Printing Specifications

- Paper stock
  - Brochures up to 8 pages: 100 lb. Chorus Art cover (or comparable stock)
  - Brochures 12+ pages:
    - 100 lb. Chorus Art text and
    - 100 lb. Chorus Art cover (or comparable stock)
  - Tech Notes:
    - 80 lb. Chorus Art gloss text (or comparable stock)
- Bindery/folds
  - 6 pages: barrel fold
  - 8 pages: saddle-stitch
- Inks and varnish
  - 6/6: Four-color process plus PMS 3005 and spot gloss varnish (photos)
  - White Papers: Black with no varnish
  - ZOLL logo should print PMS 3005 and black when possible

## Marketing Materials – Brochures

The cover of brochures must contain these elements: ZOLL logo, product name or category, headline, and product oriented photography to support the ZOLL brand.

The inside of each brochure should be determined by the content and the specific product. Product photos, captions and call-outs are all acceptable.

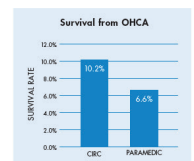


### IT'S ALL ABOUT OUTCOMES

Numerous studies comparing the AutoPulse to manual CPR clearly demonstrate its many benefits for patients. And by every important measure of resuscitation success, the AutoPulse outperforms piston-driven mechanical CPR devices.

#### Highest reported survival for all rhythms

Among the large prospective clinical trials that have been published using an automated CPR device, the AutoPulse has achieved the highest survival rate. In the CIRC (Circulation Improving Resuscitation Case) trial, the overall survival-to-discharge rate was 10.2%—among the highest ever achieved in an out-of-hospital cardiac arrest (OHCA) trial.<sup>2</sup> The PARAMEDIC trial, which used a piston-driven mechanical CPR device, had a 30-day survival rate of just 6.6%.<sup>3</sup>



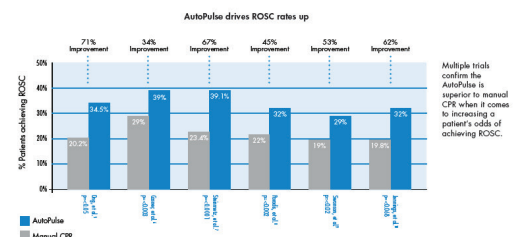
At 10.2%, survival in the CIRC trial was among the highest ever achieved in an OHCA trial.<sup>2</sup> Survival in the PARAMEDIC trial was just 6.6%.<sup>3</sup>

#### Enhanced circulation

Multiple comparative studies have demonstrated improved vital signs because the AutoPulse drives superior blood flow, resulting in coronary perfusion pressure levels 33% higher than those of sternal compressions, positively impacting ROSC and survival.

#### Unmatched impact on ROSC

While piston-driven sternal CPR devices have shown no benefit in improving ROSC rates when compared to manual CPR,<sup>4</sup> the AutoPulse has increased ROSC rates in numerous studies.<sup>5-10</sup>



## Marketing Materials – Brochures – cont.

### Front Cover Layout Guidelines

- 5.5 in. photo, 2 in. down from the top of page
- Product name in upper left
- Headline in Futura Bold set flush left above photo on same baseline as the ZOLL logo
- ZOLL logo in upper right





# Marketing Materials – Brochures – cont.

## Back Cover Layout

"What surprised us a lot about the use of the AutoPulse was the endurance of the batteries. Even in cold conditions, the device can continue to operate for 45 to 60 minutes."\*

– Axel Mann  
Chief Medical Director, Air Zermatt

\*The typical initial battery run time for a nominal patient is 30 minutes.

<sup>1</sup>Lyon RM, et al. *Resuscitation*. 2015;93:102-106.  
<sup>2</sup>Wik L, et al. *Resuscitation*. 2014;85:741-748.  
<sup>3</sup>Perkins GD, et al. *The Lancet*. 2015;385(9972):947-955.  
<sup>4</sup>Westfall M, et al. *Crit Care Med*. 2013 Jul;41(7):1782-1789.  
<sup>5</sup>Chng ME, et al. *JAMA*. 2006; 295:2629-2637.  
<sup>6</sup>Casner M, et al. *Prehosp Emerg Care*. 2005;9:61-67.  
<sup>7</sup>Steinmetz J, et al. *Acta Anaesthesiol Scand*. 2008;52:908-913.  
<sup>8</sup>Paradis NA, et al. *Circulation*. 2009;120:S1457.  
<sup>9</sup>Swanson M, et al. *Circulation*. 2006;114:II\_554.  
<sup>10</sup>Jennings PA, et al. *Resuscitation*. 2010;09:093-520.  
<sup>11</sup>Idris AH, et al. *Circulation*. 2012;126:1885-22813-AHA.

**ZOLL MEDICAL CORPORATION**

An Asahi Kasei Group Company | 269 Mill Road | Chelmsford, MA 01824 | 978-421-9655 | 800-804-4356 | [www.zoll.com](http://www.zoll.com)

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Printed in U.S.A.  
MCN EP 1503 0091

For subsidiary addresses and fax numbers, as well as other global locations, please go to [www.zoll.com/contacts](http://www.zoll.com/contacts).

**ZOLL.**


Company name  
PANTONE 3005 C  
13 pt. Futura Medium  
360 pt. tracking

# Marketing Materials – Specification Sheets

Specification sheets should follow this template.

## AED Pro®

### Technical Specifications



**High-Quality CPR and Minimal Pausing, Every Time**  
Real CPR Help® provides you with real-time feedback on both the rate and depth of chest compressions to enhance CPR resuscitation quality. A bar graph, along with a metronome, guides you to achieve optimal compression levels. See-Thru CPR® filters CPR artifact to display a patient's underlying ECG rhythm to reduce interruptions in compressions, allowing the professional rescuer to see underlying organized rhythms during resuscitation.

**Advanced Capabilities for Professional Rescuers**  
Three-lead patient monitoring and manual override offer more flexibility in monitoring, analyzing, and delivering treatment.


**The Real Difference in Defibrillation**  
When a shock is needed, ZOLL's Rectilinear Biphasic™ waveform (RBW) provides more current, more defibrillation efficacy, and less risk. RBW was designed specifically for external defibrillation to control for variations in patient impedance.

**Reliable and Durable, Anywhere**

- Exclusive IP55 dust/water ingress rating
- Passes the 1.5 meter drop test


**Compatibility for Time and Cost Savings**

- Complete electrode compatibility with ZOLL's AED Plus® and line of professional defibrillators
- Battery compatibility with ZOLL's E Series®, M Series®, and R Series® professional defibrillators




### High-Quality, Uninterrupted CPR

Real-Time CPR Feedback  
Supports Optimal Compressions




Real CPR Help's real-time rate and depth feedback improves compression quality.




"Good Compressions" message reinforces consistent, high-quality CPR compressions.

### Artifact Filtering Displays Underlying Rhythm

Without See-Thru CPR



With See-Thru CPR



See-Thru CPR filters out compression artifact, reducing the need for the rescuer to pause to see a patient's underlying organized rhythm.

### ADVANCING RESUSCITATION. TODAY.™

ZOLL Medical Corporation  
Worldwide Headquarters  
200 Mill Road  
Chelmsford, MA 01824  
978-421-0855  
800-343-9811

For subsidiary addresses and fax numbers, as well as other global locations, please go to [www.zoll.com/contact](http://www.zoll.com/contact).

### AED Pro Specifications

**ECG Monitoring**  
Patient Connection: 3-lead ECG cable.  
Input Selection: Fully defibrillator protected.  
ECG Size: Automatic Gain Control (AGC) gain.  
Heart Rate: 30-200 bpm ±5%.

**Display**  
Screen Type: High-resolution LCD display.  
Screen Size: 3.02 inches W x 2.27 inches H.  
Scrolling Speed: 25 mm/sec.  
Viewing Time: 3 seconds.  
Displayed Information: Heart rate, ECG waveform, test prompts, CPR bar graph, battery gauge, elapsed time, number of shocks delivered.

**Event Documentation**  
Type: Internal non-volatile memory.  
Memory Capacity: With audio recording enabled, 20 minutes of ECG, operator and device actions; without audio recording, 1.45 hours each for 4 patient records or up to 5.5 hours for a single record of ECG and event data. Expanded external data storage and transfer available with USB memory stick (not included).  
Event Review & Reporting: RescueNet® Code Review software version 3.20 or higher.  
Communications: iOA infrared wireless for communication with personal computer or external USB memory stick transfer.

**Defibrillator**  
Waveform: ZOLL Rectilinear Biphasic™ waveform.  
Energy: 50, 70, 150, 200 joules (pediatric); 120, 150, 200 joules (adult) preconfigured.  
Charge Time: Less than 10 seconds with a new fully charged battery. Depleted batteries will result in a longer defibrillator charge time.


**Energy Display:** Monitor display indicates selected energy in manual mode only.  
AED Function: Auto analyze and charge x3 with programmable auto energy level selection, screen prompts, and voice prompts.  
Electrode: One-piece CPR-D pad®, CPR start-pad®, start-pad® II, and Pediatric pad-pad® II. CPR-D pad: one-piece electrode and CPR start-pad: two-piece electrodes provide Real CPR Help for rate and depth of CPR chest compressions.  
Manual Energy selection: user configurable, 120, 150, 200 joules (adult); 50, 70, 85 joules (pediatric).  
Semi-Automatic: Evaluates electrode connection and patient ECG to determine if defibrillation is required.  
Shockable Rhythms: Ventricular fibrillation with amplitude >100 µV and wide complex ventricular tachycardia with rates greater than 150 bpm (adult) and greater than 200 bpm (pediatric).  
Defibrillation Pad Impedance Measurement Range: 15-300 ohms.  
Prompts: Audible voice prompts and text messages guide user through complete sequence of operation. Text prompts are always displayed. With ZOLL Administration Software (ZAS), user can configure voice prompts on/off.  
Controls: ON/OFF, Shock, Softkey.

**Configurability**  
ZOLL Administration Software (ZAS) Allows user to manually adjust the configuration of the AED Pro to desired medical protocol or direction.  
Analyze OPTIONS: User can configure the ability to analyze a patient during the CPR period by depressing a softkey.  
CPR Duration: User can configure CPR duration from 30 seconds to indefinite, depending on protocol.

User also has the ability to configure the AED Pro to "start with CPR", which, when turned on, will prompt the rescuer to perform CPR prior to analyzing the patient.  
Voice Prompts: User can adjust wording (limited options) and/or turn on/off particular voice prompts. Note: Text prompts are always displayed.  
Shock Energy: Adjust shock energy level for semi-auto mode, for both adult and pediatric modes.

**General**  
Size: 3 in (7.6 cm) x 9.2 in (23.5 cm) x 9.4 in (23.9 cm) deep.  
Weight: ~6.5 lbs (2.9 kg) with disposable battery and electrodes.  
Design Standards: Meets or exceeds AAMI DF-80, EN 60601-1, EN 60601-1-2.  
Patient Safety: All patient connections are electrically isolated.

**Environmental**  
Operating Temperature: 0° C to 50° C.  
Storage and Shipping Temperature: -32° C to 70° C.  
Humidity: 10% to 95% relative humidity, non-condensing.  
Vibration: MIL-Std-883F, Minimum Helicopter Test.  
Shock: IEC 68-2-27: 100G.  
Drop Test: 1.5m per IEC 68-2-32.  
Material/Water Ingress: IEC 60529, IP55.  
Electromagnetic Compatibility (EMC) CSPR: 11 Class B Radiated and Conducted Emissions.  
Electromagnetic Immunity AAMI DF-80, IEC 60601.  
Electrostatic Discharge: IEC 61000-4-2.  
Conducted Susceptibility: IEC 61000-4-6.  
Options: Vinyl foam-molded carry case for added protection; external I/O port; wall sign.





# Marketing Materials – Specification Sheets – cont.

## Side 1 Layout

1.8 in.

Product Name  
26 pt. Futura Bold

Marketing Description  
21 pt. Futura Book

100% Tint PANTONE 3005 C

Silhouetted product photo with  
.6 in. drop shadow

**AED Pro®**

**Technical Specifications**

3.6 in.

11 pt. Futura Medium

11 pt. Futura Light

**High-Quality CPR and Minimal Pausing, Every Time**  
Real CPR Help® provides you with real-time feedback on both the rate and depth of chest compressions to enhance CPR resuscitation quality. A bar graph, along with a metronome, guides you to achieve optimal compression levels. See-Thru CPR® filters CPR artifact to display a patient's underlying ECG rhythm to reduce interruptions in compressions, allowing the professional rescuer to see underlying organized rhythms during resuscitation.

**Advanced Capabilities for Professional Rescuers**  
Three-lead patient monitoring and manual override offer more flexibility in monitoring, analyzing, and delivering treatment.

**The Real Difference in Defibrillation**  
When a shock is needed, ZOLL's Rectilinear Biphasic™ waveform (RBVW) provides more current, more defibrillation efficacy, and less risk. RBVW was designed specifically for external defibrillation to control for variations in patient impedance.

**Reliable and Durable, Anywhere**

- Exclusive IP55 dust/water ingress rating
- Passes the 1.5 meter drop test

**Compatibility for Time and Cost Savings**

- Complete electrode compatibility with ZOLL's AED Plus® and line of professional defibrillators
- Battery compatibility with ZOLL's E Series®, M Series®, and R Series® professional defibrillators

**ZOLL®**

ZOLL logo

# Marketing Materials – Specification Sheets – cont.


## Side 2 Layout

2 in.


11 pt. Futura Bold

**High-Quality, Uninterrupted CPR**

Real-Time CPR Feedback Supports Optimal Compressions



Real CPR Help's real-time rate and depth feedback improves compression quality.

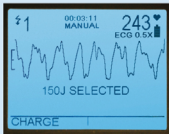


"Good Compressions" message reinforces consistent, high-quality CPR compressions.


15% Tint PANTONE 3005 C (Using blue bar for related images, graphs, screens, etc.)

**Artifact Filtering Displays Underlying Rhythm**

Without See-Thru CPR



With See-Thru CPR



See-Thru CPR filters out compression artifact, reducing the need to stop compressions to see a patient's underlying organized rhythms.

Tag Line  
8 pt. Futura Bold  
250 pt. tracking

**ADVANCING RESUSCITATION. TODAY.®**

ZOLL Medical Corporation  
Worldwide Headquarters  
269 Mill Road  
Chelmsford, MA 01824  
978-421-9655  
800-348-9011

For subsidiary addresses and fax numbers, as well as other global locations, please go to [www.zoll.com/contacts](http://www.zoll.com/contacts).

Inventory information  
6 pt. Futura Light  
8 pt. leading

**AED Pro Specifications**

**ECG Monitoring**

*Patient Connection:* 3-lead ECG cable.

*Input Selection:* Fully defibrillator protected.

*ECG Size:* Automatic Gain Control (AGC) gain.

*Heart Rate:* 30-300 bpm ±5%.

**Display**

*Screen Type:* High-resolution LCD display.

*Screen Size:* 3.02 inches W x 2.27 inches H.

*Sweep Speed:* 25 mm/sec.

*Viewing Time:* 3 seconds.

*Displayed Information:* Heart rate, ECG waveform, text prompts, CPR bar graph, battery gauge, elapsed time, number of shocks delivered.

**Event Documentation**

*Type:* Internal non-volatile memory.

*Memory Capacity:* With audio recording enabled, 20 minutes of ECG, operator and device actions; without audio recording, 1.45 hours each for 4 patient records or up to 5.8 hours for a single record of ECG and event data. Expanded external data storage and transfer available with USB memory stick (not included).

*Event Review & Reporting:* RescueNet® Code Review software version 3.30 or higher.

*Communications:* IrDA infrared wireless for communication with personal computer or external USB memory stick transfer.

**Defibrillator**

*Waveform:* ZOLL Rectilinear Biphasic™ waveform.

*Energy:* 50, 70, 85 joules (pediatric); 120, 150, 200 joules (adult) preconfigured.

*Charge Time:* Less than 10 seconds with a new fully charged battery. Depleted batteries will result in a longer defibrillator charge time.

*Energy Display:* Monitor display indicates selected energy in manual mode only.

*AED Function:* Auto analyze and charge x3 with programmable auto energy level selection, screen prompts, and voice prompts.

*Electrodes:* One-piece CPR-D-pad®, CPR stat-pad®, stat-pad® II, and Pediatric pedi-pad® II. CPR-D-pad one-piece electrode and CPR stat-pad two-piece electrodes provide Real CPR Help for rate and depth of CPR chest compressions.

*Manual:* Energy selection user configurable, 120, 150, 200 joules (adult); 50, 70, 85 joules (pediatric).

*Semi-Automatic:* Evaluates electrode connection and patient ECG to determine if defibrillation is required.

*Shockable Rhythms:* Ventricular fibrillation with amplitude >100 uV and wide complex ventricular tachycardia with rates greater than 150 bpm (adult) and greater than 200 bpm (pediatric).

*Defibrillation Pads Impedance Measurement Range:* 10-300 ohms.

*Prompts:* Audible voice prompts and text messages guide user through complete sequence of operation. Text prompts are always displayed. With ZOLL Administration Software (ZAS), user can configure voice prompts on/off.

*Controls:* ON/OFF, Shock, Softkeys.

**Configurability**

*ZOLL Administration Software (ZAS):* Allows user to manually adjust the configuration of the AED Pro to desired medical protocol or direction.

*Analyze OPTIONS:* User can configure the ability to analyze a patient during the CPR period by depressing a softkey.

*CPR Duration:* User can configure CPR duration from 30 seconds to indefinite, depending on protocol.

User also has the ability to configure the AED Pro to "start with CPR", which, when turned on, will prompt the rescuer to perform CPR prior to analyzing the patient.

*Voice Prompts:* User can adjust wording (limited options) and/or turn on/off particular voice prompts. Note: Text prompts are always displayed.

*Shock Energy:* Adjust shock energy level for semi-auto mode, for both adult and pediatric modes.

**General**

*Size:* 3 in (7.6 cm) x 9.2 in (23.5 cm) x 9.4 in (23.9 cm) deep.

*Weight:* < 6.5 lbs (2.9 kg) with disposable battery and electrodes.

*Design Standards:* Meets or exceeds AAMI DF-80, EN 60601-1, EN 60601-1-2.

*Patient Safety:* All patient connections are electrically isolated.

**Environmental**

*Operating Temperature:* 0° C to 50° C.

*Storage and Shipping Temperature:* -30° C to 70° C.

*Humidity:* 10% to 95% relative humidity, non-condensing.

*Vibration:* MIL Std. 810F, Minimum Helicopter Test.

*Shock:* IEC 68-2-27; 100G.

*Drop Test:* 1.5m per IEC 68-2-32.

*Material/Water Ingress:* IEC 60529, IP55.

*Electromagnetic Compatibility (EMC):* CISPR, 11 Class B Rated and Conducted Emissions.

*Electromagnetic Immunity:* AAMI DF-80; IEC 60601.

*Electrostatic Discharge:* IEC 61000-4-2.

*Conducted Susceptibility:* IEC 61000-4-6.

*Options:* Vinyl foam-molded carry case for added protection; external IrDA port; wall sign.

11 pt. Futura Bold

11 pt. Univers Condensed Light  
13 pt. leading  
1 line space between paragraphs

8 pt. Univers Bold Condensed

See AED Pro operator's manuals for more detailed specifications

CE

Specifications subject to change without notice.

©2011 ZOLL Medical Corporation. All rights reserved. Advancing Resuscitation Today, AED Pro, CPR-D-pad® CPR Stat-pad®, E Series, M Series, pedi-pad®, R Series, Real CPR Help, RescueNet, Rectilinear Biphasic™, See-Thru CPR, stat-pad®, and ZOLL are trademarks or registered trademarks of ZOLL Medical Corporation in the United States and/or other countries. All other trademarks are the property of their respective owners.

Printed in U.S.A. 011110 9556-0176


Copyright and legal  
6 pt. Univers Condensed Light  
8 pt. leading

**ZOLL**

ZOLL logo

# Marketing Materials – Tech Notes & Guides

## Examples of Tech Notes & Guides



### DEBRIEFING GUIDE

#### INTRODUCTION

Debriefing has been shown to improve clinical behavior during cardiac resuscitation and, as such, has become a recommended procedure in the 2010 American Heart Association (AHA) Guidelines for CPR and Emergency Cardiovascular Care. Edelson and colleagues reported that the number of patients achieving return of spontaneous circulation (ROSC) at a university hospital in the Midwest increased from 44.6% to 59.4% (p=.03) when weekly debriefing sessions were conducted.<sup>1</sup> This guide has been developed to provide guidelines for debriefing the key measures of care that can have a significant impact on outcomes from sudden cardiac arrest (SCA).

#### OVERVIEW:

In-hospital resuscitation can be generally characterized as a disorganized, stressful event that lacks definitive leadership. Inexperienced providers and crowds of observers are also common, as are poor outcomes. Because on average, just 17% of all in-hospital arrests result in survival to discharge, one wonders if the low rate of survival is due to the process or the patient. Since the release of the 2005 AHA Guidelines, where emphasis was placed for the first time on high-quality CPR with longer periods of compression and fewer ventilations, we have begun to deconstruct the code response. Early data indicates that survival from in-hospital cardiac arrest can be improved (i.e., the current low rate of survival from in-hospital arrest cannot be entirely attributed to unresuscitable patients). It has become evident that obtaining a good outcome requires a chain of events, and in the dead center of the chain is the code response.

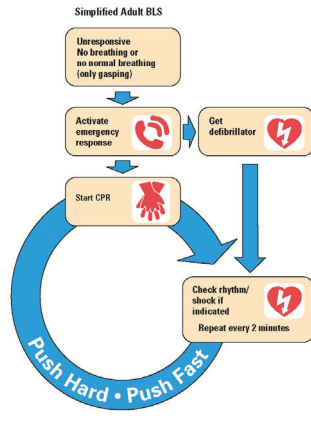
#### The key components of an optimal code response:

- 1. Early recognition** that the patient is deteriorating or has become unresponsive.
- 2. Bystander response.** At the risk of overstating the issue, with the exception of the Emergency Department (ED) or critical care staff, the first responder in a hospital is rarely more experienced than an educated bystander who comes upon a sudden cardiac arrest victim outside of the hospital. It is important that all staff are empowered to act, even if that means doing nothing more than immediately starting high-quality CPR. At a minimum, the second responder should bring the crash cart to the room, deploy the defibrillator pads, and turn on the defibrillator in anticipation of the arrival of the code team.

<sup>1</sup> Edelson, D.P. and Ash, S. *Resuscitation* 2008;169(2):105-109.

### SIMPLIFIED ADULT BLS

The charts below show the AHA Adult Basic Life Support (BLS) and Advanced Cardiac Life Support (ACLS) algorithms as well as the pediatric and newborn resuscitation algorithms.



Reprinted with permission: 2010 American Heart Association Guidelines for Cardiovascular Resuscitation and Emergency Cardiovascular Care, Part 3: Adult Basic Life Support. Circulation 2010;121(suppl 3):S485-S703. ©2010 American Heart Association, Inc.

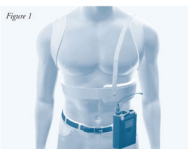
## Early Defibrillation in the Hospital

### Is It Time for AEDs on Crash Carts?

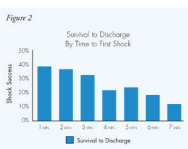
It has become increasingly clear that even in hospitals, early defibrillation can be a challenge. Recent reports from Chan et al demonstrate that not only does time to first shock have a significant impact on inpatient survival for those who experience VF arrest, but also that the time to first shock varies considerably and does not correlate to hospital size or location. Furthermore, time to first shock is a valuable measure, but how long is it taking before a patient is actually found in arrest and the Code activated? The LifeVest® wearable defibrillator has a time to first shock of approximately 30 seconds with a 98% first shock success rate (Figure 1). Are we missing a window of opportunity in hospitals (Figure 2)?

As a result, hospitals continue to look for ways to improve the overall Code response time – and that usually means empowering and encouraging the first responders to act to assess the situation and deliver a shock if indicated. Unfortunately, the complexity of the crash cart defibrillator and the limited opportunity to practice resuscitation for the average floor nurse contributes to a reluctance to act in fear of doing something wrong and hurting the patient or themselves.


Some have suggested that the answer is to place AEDs on the crash carts in the lower-acuity units – using the same public access units that are found in airports and casinos. However, there are problems with this solution. Public access defibrillators are designed for infrequent use, offer minimal options, and do not have AC power. In addition, when the Code team arrives with an ACLS defibrillator, there may be a need to change out cables, electrodes, and such. In addition, the analysis time of many AEDs leaves patients without CPR support for periods that can significantly impact shock conversion success as demonstrated by Edelson et al. The trade-offs may be too great to make this a viable solution (Figure 3).



**Figure 1**



**Figure 2**



**Figure 3**

Chan, P.S. et al. Delayed Time to Defibrillation after In-Hospital Cardiac Arrest. *N Engl J Med* 2008;359:11-17.

Edelson, D.P. et al. *Resuscitation* 2006;75:427-435.

### Early Defibrillation in the Hospital

PAGE 2

If that is the case, is there some other more viable solution that can encourage first responders to act while eliminating the drawbacks of using a layperson defibrillator?

ZOLL Medical recently introduced the R Series® Plus to the hospital environment (Figure 4). This unit has a single button AED interface, just like a public access AED. When turned on, the device prompts the first responder to place the defibrillator pads on the patient, then it either prompts him/her to stand clear during analysis or start CPR. The pads are pre-attached to the unit and are automatically tested daily along with more than 40 other aspects, such as circuitry. During CPR, the defibrillator measures both depth and rate of CPR compressions and will prompt users to press harder if the depth is insufficient, while a metronome activates if the user is not compressing at the correct rate.

Upon arrival of the Code team, one press of a soft key turns the AED into a backlit full-service ACLS defibrillator, complete with pacing and advanced monitoring parameters such as non-invasive blood pressure, SpO<sub>2</sub>, and EtCO<sub>2</sub> – without interrupting resuscitation in progress and with no need to change pads, cables or add additional CPR feedback tools (Figure 5). A unit that encourages first responders to act, coaches proper CPR, tests itself daily, and turns into a full ACLS unit – that may just be the best of all worlds.



**Figure 4**  
R Series Plus with one-button AED Interface



**Figure 5**  
R Series Plus in full ALS mode

ZOLL Medical Corporation  
290 Mill Road  
Chelmsford, Massachusetts  
01824-1105  
www.zoll.com


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## Marketing Materials – Advertising

Advertising for ZOLL and the various product brands should conform closely to the following examples. They show placement options for the headline, ZOLL logo, and legal copy. The designer should choose the appropriate layout based on content, headline and artwork.

Note: all headlines should have initial caps where appropriate. No period is necessary.

To support our various products and solutions, a ZOLL blue “border” was designed to create a branding foundation and consistency for our advertising campaigns. Over the past year it’s easy to see how the application of this ad design unifies our products, messaging and brand awareness. This is important since “exposure” over a long duration is the key to awareness and messaging through advertising. The tagline Advancing Resuscitation. Today.<sup>®</sup> is used in the bottom blue border with all products except Thermogard XP (since not approved by the FDA for use in resuscitation from SCA), when the size of the ad permits.



**YOUR HANDS**

# At the Heart of Better Outcomes

**CARING POWERFUL LIFESAVING** | You give it your all for your cardiac arrest patients: care, compassion, clinical expertise, and vital therapies.

Your hands are at the core of your care. They provide the lifesaving therapy your patients rely on to see the next day. So you need to make sure your compressions are consistently on target for rate, depth, time on chest, and recoil.

With ZOLL's Real CPR Help<sup>®</sup>, you can deliver high-quality CPR to each and every cardiac arrest patient to impact the chance of survival. In fact, you can double it. A large study from Arizona proves it.<sup>1</sup>

**Improving outcomes is in your hands.**  
For more information, please visit [www.zoll.com/hands](http://www.zoll.com/hands).

**ZOLL**

<sup>1</sup>Stewart EJ, et al. Ann Emerg Med. 2013 Jul;62(1):47-56.  
© 2015 ZOLL Medical Corporation, Chelmsford, MA, USA. Real CPR Help and ZOLL are trademarks and/or registered trademarks of ZOLL Medical Corporation in the United States and/or other countries.  
MCN EP 1502 0116

## Does he need a trauma center or the local hospital?



Twenty-year-old male in a motor vehicle accident. Airbag has deployed. Car has significant front-end damage.

Is he bleeding internally? Hemorrhage is the leading cause of death after injury.<sup>1</sup>

The new trauma parameters on the ZOLL X Series<sup>®</sup> help you accurately and quickly assess your patients so you can feel confident in your treatment decisions.

**Insight for informed decisions.**  
[www.zoll.com/trauma](http://www.zoll.com/trauma)

**ZOLL**

<sup>1</sup>Acosta JA, et al. Journal of the American College of Surgeons. 1998;186(5):528-533.  
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MCN EP 1508 0110



## Marketing Materials – Advertising – cont.

Web address for contacts should be all on one line and list as [www.zoll.com/contacts](http://www.zoll.com/contacts).



**EXPANDING YOUR HORIZONS IN ADVANCED CRITICAL CARE**

		
<b>EMV+ 731 Series Ventilator</b>	<b>Propaq M Monitor</b>	<b>ResQPOD ITD ResQCARD ITD</b>
A rugged, lightweight ventilator with real altitude compensation for all levels of care.	The standard in vital signs monitoring, with optional defibrillation, pacing, and Real CPR Help.	Noninvasive impedance threshold devices (ITD) that improve blood flow and reduce intracranial pressure.

ZOLL continues its commitment to broadening its portfolio for the military. With the addition of new products via recent acquisitions, ZOLL has the most comprehensive solutions for military critical care. From monitoring and airway management to enhanced perfusion, ZOLL is focused on providing you with lifesaving technologies that are portable and effective throughout all echelons of care.

Torres RD, et al. JAMA Soc. Sci. 2012;30(9):958-975.  
\*Commercial Use, et al. Res Care 2011;5(6):646-657.

Learn more about ZOLL's resuscitation solutions at [www.zoll.com/military](http://www.zoll.com/military)

**ZOLL**

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**Because of You**

Saving a life takes high-quality CPR, early defibrillation, and effective postresuscitation care. It also takes giving it your all, knowing you did everything you could to help your patients continue to make memories. ZOLL's advanced resuscitation tools support you in caring for your patients every step of the way—through every link in the Chain of Survival—so they have the best chance of living life to its fullest.

To learn more about how you can help save more lives, contact your local ZOLL representative, or visit us online at [www.zoll.com](http://www.zoll.com).

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**ZOLL**



**8% JUST ISN'T ENOUGH**

**Don't guess when performing pediatric CPR**

Since three out of four pediatric arrests involve a non-shockable rhythm, CPR is essential to save a life. But studies show that only 8% of compressions in children are deep enough.<sup>1</sup> If a staggering 92% of compressions are too shallow—less than one-third the recommended depth—guessing is not a good option when it comes to CPR.

The ZOLL R Series<sup>®</sup> defibrillator with OneStep<sup>™</sup> Pediatric CPR Electrodes eliminates the guesswork.

When you can accurately determine CPR compression depth and rate, measure CPR idle time, and accurately gauge CPR periods to deliver optimal ventilation, you have the guidance you need to provide high-quality CPR.

Read more about pediatric resuscitation and the importance of high-quality CPR in the education booklet *Pediatric Resuscitation* at [www.zoll.com/pediatric](http://www.zoll.com/pediatric).

<sup>1</sup>Yellu DE, et al. Resuscitation 2012;83:320-326.

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**ZOLL**



**Many Visits, One Record**  
**A Community Paramedicine First**

With conventional ePCR systems you're blind to your patient's past. EMS Mobile Health opens a window to the patient's history and previous caregiver notes.

EMS Mobile Health simplifies and expedites ongoing patient charting. The first solution for mobile integrated healthcare/community paramedicine, EMS Mobile Health allows you to securely access a patient's medical history and add new information.

**Smart, patient-focused charting for community care: only with EMS Mobile Health.**

To request more information, please visit [connect.zolldata.com/ems-mobile-health](http://connect.zolldata.com/ems-mobile-health).

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# PowerPoint Templates

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The PowerPoint templates below are located on [zoll.com/officialtemplates](http://zoll.com/officialtemplates). We have files for EMS, Hospital, Public Safety, IVTM, Military, and Corporate. The “Corporate” template is best for general use or if a market segment is not appropriate.

## Corporate Title Slide



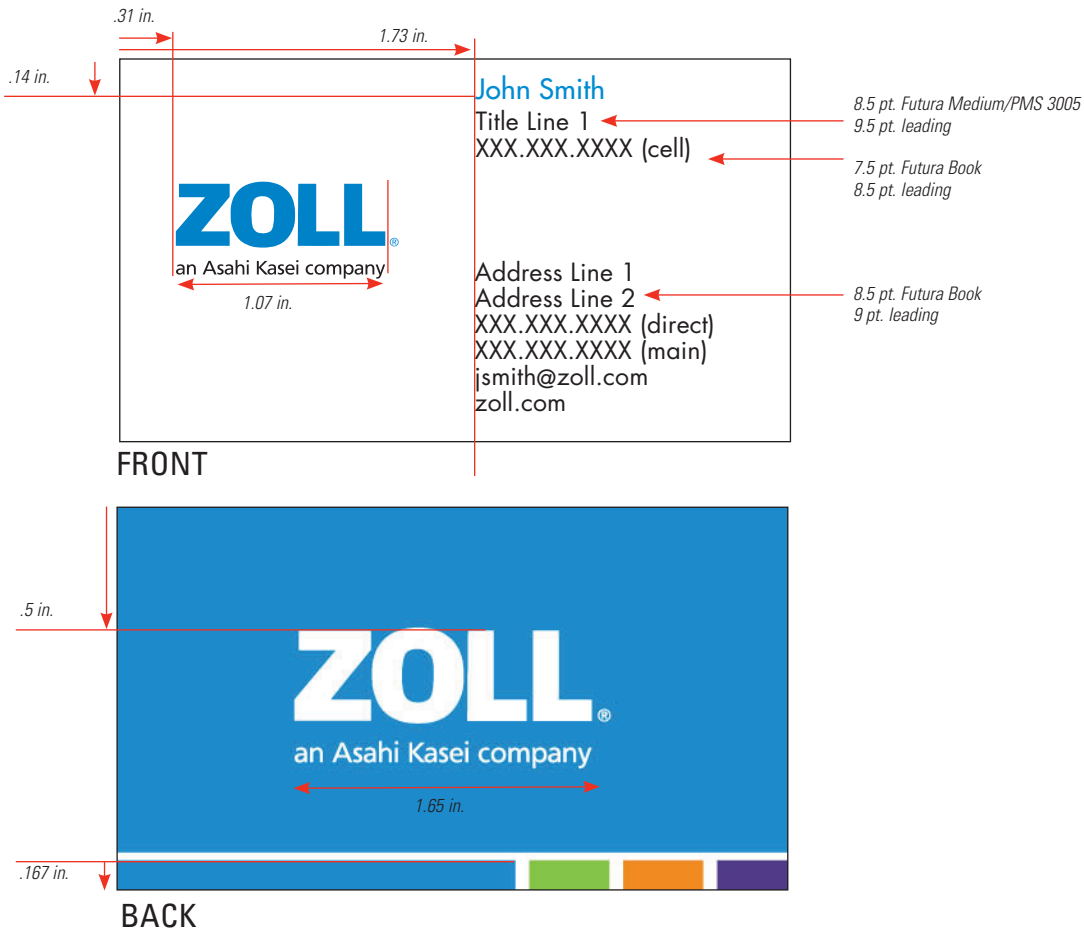
## Market Title Slide

Each market has its own template with applicable photography.



# Stationery

## Business Cards



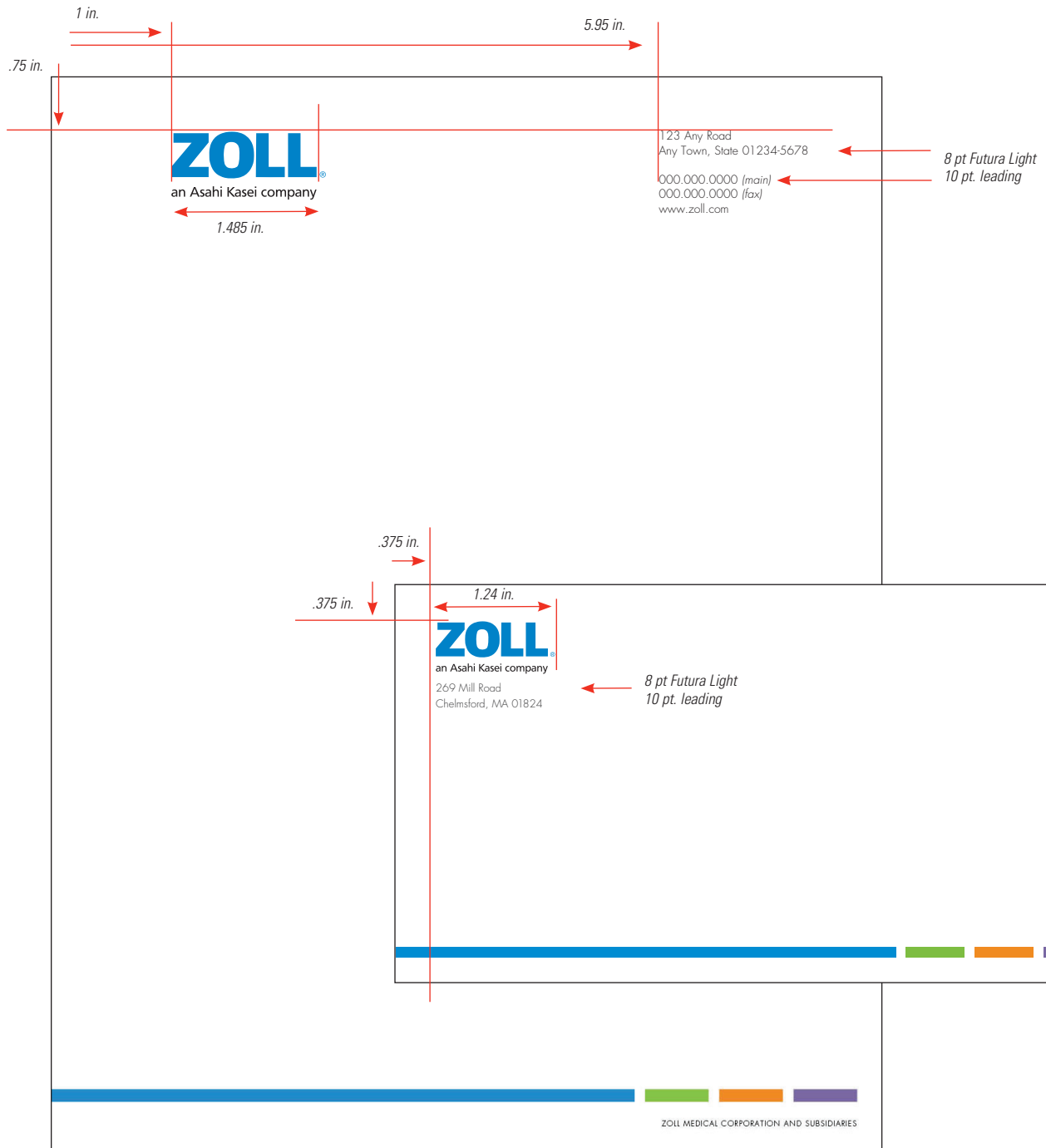
### Specialty Areas (if relevant)

- *Resuscitation Products* (covers defibrillators, AEDs, AutoPulse®, Power Infuser®)
- *Temperature Management* (covers temperature management products)
- *LifeVest®*
- *Data Management Products* (covers RescueNet® and CodeNet® products)

New online ordering for business cards. Please see your corporate admins for more information and ordering.

## Stationery – cont.

### ZOLL Letterhead and Envelope





# Electronic Templates

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Electronic templates are available for letterhead, fax, and memo. Please download the files from [zoll.com/shareit](http://zoll.com/shareit) under ZOLL Corporate/General Marketing. If you do not have access to Shareit, please contact Chelmsford Marketing Communications at ZOLL.

## ZOLL Chelmsford E-Letterhead Template

11 pt. Arial Regular  
13 pt. leading



269 Mill Road  
Chelmsford, MA 01824  
978.421.9655 (main)  
978.421.0025 (fax)  
[zoll.com](http://zoll.com)

Header is already embedded  
into Word Document

Text here

ZOLL MEDICAL CORPORATION AND SUBSIDIARIES

# E-Memo Template

## How to Use This Memo Template

Select text you would like to replace, and type your memo. Use styles such as Heading 1-3 and Body Text in the Style control on the Formatting toolbar. To save changes to this template for future use, choose Save As from the File menu. In the Save As Type box, choose Document Template. Next time you want to use it, choose New from the File menu, and then double-click your template.

The image shows a screenshot of an E-Memo Template with several annotations. A red arrow points from the text '26 pt. Arial Regular' to the word 'Memo', which is in a large, bold, black font. Another red arrow points from the text 'Header is already embedded into Word Document' to the contact information in the top right corner. A third red arrow points from the text '11 pt. Arial Regular 13 pt. leading' to the paragraph of text below the 'Re:' field. At the bottom of the template, there is a horizontal bar with four colored segments: blue, green, orange, and purple.

**ZOLL**  
an Asahi Kasei company

269 Mill Road  
Chelmsford, MA 01824  
978.421.9655 (main)  
978.421.0025 (fax)  
[zoll.com](http://zoll.com)

**Memo**

To: [Click **here** and type name]  
From: [Click **here** and type name]  
CC: [Click **here** and type name]  
Date: 2/11/21  
Re: [Click **here** and type subject]

---

How to Use This Memo Template

Select text you would like to replace, and type your memo. Use styles such as Heading 1-3 and Body Text in the Style control on the Formatting toolbar. To save changes to this template for future use, choose Save As from the File menu. In the Save As Type box, choose Document Template. Next time you want to use it, choose New from the File menu, and then double-click your template.

# E-Fax Template

## ZOLL Chelmsford Fax Template



269 Mill Road  
Chelmsford, MA 01824  
978.421.9655 (main)  
978.421.0025 (fax)  
zoll.com

Header is already embedded  
into Word Document

36 pt. Arial Bold

# FAX

To:	From:
Fax:	Pages:
Phone:	Date:
Re:	CC:

10 pt. Arial Regular

☐ Urgent    ☐ For Review    ☐ Please Comment    ☐ Please Reply    ☐ Please Recycle

9 pt. Arial Regular

This is the revised template.

# E-mail Signature

---

To be consistent with ZOLL's corporate identity, it is preferred to sign all e-mails in a consistent manner as shown here.

An individual's name, title and contact information can be added.

The e-mail signature file and instructions can be provided upon request from Chelmsford Marketing Communications

## **iPhone**

In the signature e-mail:

1. Hold down on screen until magnifying glass appears
2. If not entire signature is selected, drag selector bars to the beginning and end of the signature
3. Choose copy

Go to the Home screen:

1. Go to Setting
2. Mail, Contacts, Calendars
3. Signature
4. Hold down until magnifying glass appears
5. Choose Paste

## **Android**

In the signature e-mail:

1. Press on text until selectors appear
2. Drag selectors to select the entire signature
3. Press once to copy to your clipboard

Go to the Home screen:

1. Go to Messaging
2. Choose ZOLL account
3. Choose Options
4. Choose E-mail Settings
5. Choose Compose Options
6. Choose e-mail signature
7. Press on screen
8. Choose Paste

Name  
Title  
Department or area of expertise  
000.000.0000 phone  
000.000.0000 cell  
000.000.0000 fax  
[name@zoll.com](mailto:name@zoll.com)  
[zoll.com](http://zoll.com)



This email message is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized use or disclosure is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

## Frequently Asked Questions

---

### **Is there just one website for the entire company?**

While we encourage the use of [www.zoll.com](http://www.zoll.com) by all companies as a point of entry to ZOLL, visitors can still visit sites set up for specific products such as ZOLL Data Systems, **remed**® System, and the **LifeVest**®. These sites, however, have taken on more of the look and feel of the primary [www.zoll.com](http://www.zoll.com) site.

### **What is the advantage of ONE ZOLL?**

As the company continues to grow and there is more overlap in the markets and customers we sell to (e.g., Defibrillators, **AutoPulse**®, **LifeVest**®, and Temperature Management all touch hospitals), it makes sense to have a unified name and image. Multiple sales groups, for example, will be able to better leverage ZOLL's size and reputation if they present themselves as one unified company. Using just "ZOLL" solidifies the company's position, not only in terms of being a major player in the broader medical device and software industries, but within the customer segments we market and sell to.

This is why, for example, that the templates for business cards, letterhead, and e-mail signatures use only the ZOLL logo with the circle R (®). without the "Advancing Resuscitation. Today." tagline.

### **How should I refer to other ZOLL offices if not by a subsidiary name?**

The easiest way to make the distinction is to refer to the product line that is marketed or manufactured out of a particular office: the **LifeVest**® operation, our Data office, etc. You could also use a location: ZOLL Chelmsford, ZOLL Broomfield, ZOLL Colorado, etc., just as we do already for our international offices—ZOLL Germany, ZOLL France, etc. These examples apply to use in conversation or in correspondence, but are not meant to suggest formal names. At the end of the day, we are all simply "ZOLL."

### **Are there any instances where these subsidiary names will still be used?**

In some cases we have not yet legally changed entity names, so the subsidiary names may continue to appear on legal documents such as purchase orders and contracts. Where we can use just ZOLL, we should. If we have to use other names for legal reasons, that is okay, but we should not confuse that name with how we want the marketplace to think of us. To our customers, we want to be just ZOLL.

## Frequently Asked Questions – cont.

---

### **Do I have to use the ZOLL e-mail signature template?**

Yes, you should use the ZOLL template to ensure brand consistency, including the correct logo and required spelling of ZOLL in all capital letters. It also includes important legal information at the bottom, *This email message from ZOLL Medical Corporation is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized use or disclosure is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.* This lets the recipient of the e-mail know it is being delivered from a “corporation,” which is an important legal protection for the sender. This is applicable to all of the ZOLL offices. Also, the signature was designed to include only the most important contact information and to help save paper when someone opts to print out an e-mail.

### **How is Asahi Kasei being worked into the ONE ZOLL branding?**

Because AK values the strength of the ZOLL brand, they have not made inclusion of their logo a requirement. We reference our relationship to AK in press releases, both in describing ZOLL as an Asahi Kasei Group company and then explaining what the AK Group is. We do the same on our [www.zoll.com](http://www.zoll.com) website in the “About Us” section. The relatively new ZOLL Japan organization is using “Asahi Kasei ZOLL Medical” as their name and both company logos at times, but we are working with them to streamline this branding, with the emphasis likely to remain on Asahi Kasei as the locally recognized brand.

### **Who should I contact if I have any questions?**

Please contact Colin Geraghty in Chelmsford, 978-805-6467, [cgeraghty@zoll.com](mailto:cgeraghty@zoll.com), for any clarification you need. Thank you.