

danmeter a/s – the story...

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Our company name is Danmeter. Danmeter is a combination of [Dan] and [meter]. Dan is like several other Danish business enterprises used as a symbol for Denmark. Meter is for measuring – in the case of Danmeter, through electrical signals. Measuring bioelectrical signals is one of the core competences of Danmeter besides electrical stimulation. For more than 25 years, we have accumulated knowledge in these two core competences, resulting in products for use in pain relief, rehabilitation and patient monitoring. Knowledge is shared across the three product groups and the product groups also share technology.

Our logo is red and white like the Danish flag. It is round like a globe to symbolise an internationally-oriented enterprise; inside the globe you can see the "Danmeter man". It's a human divided into one healthy side and one unhealthy side. The waves represent bioelectrical signals for measuring and/or providing treatment by electrical signals to re-establish the balance in a healthy human. To put it succinctly, Technological solutions - human dimensions

We believe in dedicated products for dedicated use. We believe in dedicated measurements for dedicated use, either by the measurements alone expressed in numbers, graphs or similar, or as input for our medico devices for treatment or monitoring. We also believe in useful measurements and not just in providing measurements simply because the technology makes it possible.

When making a measurement, it is relevant to look at the big picture and select a tool or method relevant to the desired measurement, as well as providing "data" that is relevant and useful to the user. The distance from Odense in Denmark to Hamburg in Germany is 300 kilometres but one could also provide the distance in 300,000,000 millimetres. When driving a car from Odense to Hamburg it is relevant to have the distance in kilometres – it's precise and familiar. Today, there is no technical problem with measuring and providing the distance in millimetres, but the question is: Is it relevant and will the unfamiliar units (millimetres) make me more comfortable and will the higher precision help me drive more efficiently or more precisely? The answer is probably no. On the other hand, reliability and reproduction of the measurement might be important – especially when the measurements are to be used in medical applications, diagnosis and treatment applications. If the speedometer in your car has a tolerance of +/- 20%, you can still arrive safely in Hamburg, but at what time? If you believe the tolerance is +/- 1% but the actual tolerance is +/- 20%, you will find yourself calculating on the basis of wrong or imprecise information all the time. Maybe you could accept the +/- 20% if you knew about it: if this were unacceptable, you could choose to ask for a manufacturer providing more precise speedometers.

The right design, the right focus on the essentials, the right control of the production process and the final product is extremely important to Danmeter and our costumers. What you select is what you get matters to us greatly in addition to the measurement itself. If you select 20 mA as the output or a specific setting for one of the several parameters in one of our stimulators from the ELPHA series, you should expect and get 20 mA +/- the tolerances specified for the actual product. Maybe it is not important for your particular application whether you get exactly 20 mA or exactly 30 Hz, but we believe it is important that you get what you select and then you can decide whether or not it is relevant to your application.

As a manufacturer, it is our job to make sure the final product works as intended and according to the specifications. We invest a great deal of resources in quality programmes and we measure ourselves every day, every hour and every minute because we find it relevant and useful to do so. We use the data we measure – we let the data talk to us – as a guide and to ensure that we instantly produce final products according to our specifications and according to our expectations. Errors in the final product is not an option at Danmeter, but wear and tear and the general lifecycle of every single product is continually under surveillance by the Danmeter Product System – a comprehensive production, service and quality system developed and maintained by Danmeter. When we say quality, when we say reliability, when we say reproduction, we know for a fact – from our measurements – what we are talking about and we are proud to share this data with our customers on request.

Use of our devices must always be based on reliability and reproduction – otherwise you could be guided into making inappropriate decisions for you and/or your profession. We do everything we can to prevent this kind of situation from arising when using our products – our name dictates that we must do so and we have a name to protect – the name is Danmeter.