WP 7. Mapping and Clustering Entrepreneurial Skills in TCI

MEDIKOR 

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| Sucsess storyWhen the coronavirus pandemic started in Croatia, we faced delays in the procurement of products from abroad and a general shortage of certain products on the global market. Considering that our role, as a company that has been a participant in the medical equipment market for many years, is to procure all protective equipment, we decided to turn to domestic production - primarily the production of face masks since both surgical and professional masks in Croatia disappeared. market, and protection for citizens was necessary said Iva Kovačević Pihler, Chief Medical Officer of Medikor. |
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Company profile

Medikor d.o.o. is a modern company specializing in the sale and distribution of medical devices and products for a healthy and comfortable life. Medikor is a private company founded in 1995 and this year celebrates 20 years of existence. From the very beginning, the guiding thought of our business has been Quality to Health. Quality and expertise are the imperative on which we base our business. We emphasize the importance of taking care of our own health and controlling the health of both doctors and at home, while providing extremely high quality and reliable devices from renowned world manufacturers. Initially, the company's activity was focused on trade and distribution of goods closely related to the pharmaceutical sector. Over the years, the company's business has grown and strengthened thanks primarily to excellent acceptance by consumers, so Medikor does business with almost all pharmacies in the Republic of Croatia, health centers, clinics and other health care institutions.

INNOVATION PROFILE

Innovation on the Croatian market is five-layer mask: two-layer cotton mask with three-layer PTFE filter that can be used for up to 30 days. Tests showed a bacterial filtration efficiency (BFE) of 99.2% and a particle filtration efficiency (PFE) of 97%.

Innovation is in the concept of external and internal mask. Outer mask is two layer washable mask with built-in flexible nose band, elastic earmuffs and filter holders that guarantee good coverage of the nose and mouth. It is comfortable to wear for a long time, can be used many times and can be washed in a washing machine at 60 ° C and ironed regularly. Inner mask is PTFE, three layer, replaceable filter with a bacterial filtration efficiency (BFE) of 99.2% and a particle filtration efficiency (PFE) of 97% and lasting up to 30 days. Hydrofiban filter of exceptional quality made of PTFE membrane and 2 layers of non-woven polypropylene.

**COMPETITIVE ADVANTAGE**

Contact of the Company

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Although providing high quality and functionality of the mask is of the utmost importance, in the ‘Mask in mask’ brand we understand that maintaining a personal style is also necessary. Therefore, by choosing modern fabrics, we designed masks as an elegant but fully functional solution. Beautiful on the outside and effective on the inside!

Face masks are designed and shaped to follow the natural contours of the face, while providing good adhesion to the nose, mouth and jaw line, as well as comfortable wearing. The key to the effectiveness of the mask is the quality and efficiency of the filter and good adhesion to the face. ‘Mask in mask’ masks are designed to fit most face shapes perfectly, and the design includes:

- Comfortable and elastic high quality ear ties

- Flexible nose strap for firm and secure installation

- Unique filter holders - a unique technology with the aim of safely storing the filter in the mask

- 3 size system: for children, teenagers and adults.

Conclusions

Today, Medikor Mask in Mask masks with a filter are available in hundreds of pharmacies throughout Croatia, in addition to the Medikor store in Zagreb and the web shop.