



A REPUTATION 120 YEARS IN THE MAKING.

by Ernest Cavin,
CEO/President Reliance Medical Products/Haag-Streit USA

Behind every chair, stool, cabinet or stand from Reliance Medical Products is a story. A story of a company that began first selling whitewash sprayers to farmers; and since has morphed into a leading name in high-quality exam and procedure chairs, surgical stools, instrument delivery systems, treatment cabinets and room lighting systems for ophthalmic and ENT medical practices. It's a story of ingenuity, resolve and resilience.

As we reach our 120th year I'd like to take this opportunity to highlight what's made us so successful over the years.

Our People

I'm often asked what the reason is behind the success of Reliance Medical Products. I always have one spontaneous reply: our employees! Companies are like families, and we're fortunate to have some of the brightest minds in the medical industry who help us bring our collective vision to life. We believe in a culture of constant learning and training, and whether someone is starting on day one or has been with us for 50 years, everyone at Reliance is driven to invest in the time and work that keeps us growing.

We have always been proud to say Reliance products are "Made in America." That is not just a statement about our production process; it is also about the spirit of the people who work here. American craftsmanship and passion are what make Reliance stay durable and reliable, and for over 120 years our people have worked against the odds to make what seemed impossible, possible.

Our Products

The strength and durability of our people come through in every product from Reliance and Haag-Streit. We are able to help practices, exam rooms, surgical centers and more function and look better with instruments that last longer. It's a testament to our mission of understanding and delivering products that meet the needs of healthcare providers.

Reliance products have changed over the years and in 1988, the company became a subsidiary of Haag-Streit Holding, U.S., Inc., but our commitment to quality, durability and forward thinking has remained constant.

Our Partners

Medical professionals, key opinion leaders and, of course, our network of Reliance/Haag-Streit dealers are what help keep us a leading name in our market.

We would never have been able to picture this successful journey without our dealers. Our network of national and regional dealers around the country has helped us create a



strong brand name within our industry – some of the business relationships go back more than 35 years. This go-getter attitude, our faith in each other and our commitment towards Reliance are the factors that have brought us where we are today.

Our Mindset

Our first 120 years were defined by durability and our ability to withstand anything the medical world brought our way. Our next 120 years will be about seeing the challenges ahead by working closely with our partners to help us proactively create products that meet the needs of the lanes of the future. We will be able to do that by continuing to invest in the things that have made us successful so far: our people, our products, and our relationships with our partners.

Cheers to another 120 years.

— Ernest Cavin,
CEO/President Reliance Medical Products/Haag-Streit USA

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