**Prestan Distributor Ordering Information**

**Prestan Ultralite Manikin 12-Pack**

**Item Name:** Prestan® Ultralite® Manikin 12-Pack

**Item SKU:** PP-ULM-1200-MS

**Product Description:** Prestan Adult Ultralite Manikin 12-Pack.  Includes 12 complete Ultralite Manikins, 150 (3x50-pack) Ultralite Face-Shield/Lung-Bags and a Deluxe Carry Bag on wheels with retractable pull handle.

**MSRP:** $1,136.25 - United States / $1,499.85 - Canada

>>> Distributor Pricing will be emailed within the week.

**Shipping Specifications:** Dimensions – 16.25” x 15.00” x 37.75” / Weight – 42 lbs.

**Availability:** Immediately in all countries except USA and Europe. Available in Europe after April 1, 2019. Available in USA later this year.

**PP-ULM-1200-MS includes**

* 12 Manikin Torsos
* 12 Manikin Heads
* 12 Compression Pistons
* 150 (3x 50-pack) Ultralite Face-Shield/Lung-Bags
* Deluxe Carrying Case with wheels and retractable pull handle
* Instruction Sheet

**Marketing**

Prestan has developed the following marketing tools which are all accessible on the Prestan FTP Marketing Website at <http://www.prestanproducts.com/marketing/Prestan%20Ultralite%20Manikins/>.

* **Images:**  There are high resolution images available in .jpg and .tif formats
* **Video:**  There is a 2-minute video of the product, also available at the following YouTube link: <https://youtu.be/-8KA_wD4pAc>
* **Product Sheet:**  This can be used as a one-page brochure
* **User Guide:**  This is the User Guide (Instruction Sheet) that comes with the product

**Marketing Message**

Prestan's most portable manikin, the **Ultralite Manikin** is amazingly easy to set up for convenient and lightweight training-on-the-go!  This durable manikin offers an affordable method for CPR training, with all the quality and realism you expect from Prestan. The Ultralite Manikin 12-Pack offers the opportunity to transport a complete classroom of CPR Training Manikins in one compact package.

**Branding & Trademarks**

* **Branding:** When advertising any Prestan product, the Prestan Logo must be used.  If there is green in the logo you are currently using, this is an old logo.  Approved logo images (vertical and horizontal) can be found on the Prestan FTP Marketing Website.
* **Registered Trademark:**  The word “Prestan” is registered with the United States government and must be followed by a “®” (raised, circled R) at minimum the first use of the word on a page.
* **Registered Trademark:**  The word “Ultralite” must be followed by a “®” (raised, circled R) at minimum the first use of the word on a page.  The word “Ultralite” is an adjective and must always be followed by the word “Manikin” or “Manikins”

**Warranty**

3-Year Warranty.  The quality and durability of the Prestan Ultralite Manikins is consistent with all the Prestan products.  This allows Prestan to provide a 3-year warranty.

**Replacement Parts and Consumables\***

RPP-ULBODY-1-MS Ultralite Manikin Torso

RPP-ULPISTON-1-MS Ultralite Manikin Compression Piston

RPP-ULHEAD-1-MS Ultralite Manikin Head Assembly

11643 Ultralite Manikin 12-PACK Deluxe Carry Bag

PP-ULB-50 Ultralite Manikins Lung Bags

PP-UFS-50 Ultralite Manikins Face Shields

\*Please see your Prestan Distributor Price List for details on these products.

**Notes**

* **The Prestan® Ultralite® Manikins are only available in Medium Skin.**
* **The Lung Bags and Face Shields are specific to the Ultralite Manikins and cannot be used on other Prestan Manikins and vice versa.**
* **The Prestan Ultralite Manikins does not have CPR feedback (clicker or monitor) like the Professional Prestan Manikins.**

**Target Market**

* 1. The Prestan Ultralite Manikins will appeal to instructors that currently use other “portable” manikins such as Actar, CPR Prompt and Basic Buddy.
	2. Prestan believes the sales message / value proposition for the Ultralite Manikins should NOT be led with low price.  This product has a lot of value and quality that exceeds the need to lead a sales message with price.
	3. The Prestan Ultralite Manikins will most appeal to vertical markets such as schools, aquatic centers, mass training centers, construction site and the general work place.