



Prestan Distributor Ordering Information

Prestan® Ultralite® with CPR Feedback

Item Name: Prestan® Ultralite® with CPR Feedback

Product Sku and Description :

PP-ULM-1200M-MS : Prestan® Ultralite® with CPR Feedback 12-Pack. Includes 12 complete Ultralite Manikins, 12 CPR Feedback Pistons, 150 (3x50-pack) Ultralite Face-Shield/Lung-Bags and a Deluxe Carry Bag on wheels with retractable pull handle.

- **MSRP:** \$1,253.95 - United States / \$1,655.21 - Canada
- >>> Distributor Pricing to follow.
- **Shipping Specifications:** Dimensions – 16.25" x 15.00" x 37.75" / Weight – 46 lbs.

PP-ULM-400M-MS : Prestan® Ultralite® with CPR Feedback 4-Pack. Includes 4 Complete Ultralite Manikins, 4 CPR Feedback Pistons, 50-Pack Ultralite Face-Shield/Lung-Bags and Carry Bag.

- **MSRP:** \$426.71 - United States / \$563.26 - Canada
- >>> Distributor Pricing to follow.
- **Shipping Specifications:** Dimensions – 15.00" x 15.00" x 19.00" / Weight – 16 lbs.

PP-ULM-100M-MS : Prestan® Ultralite® with CPR Feedback Single. Includes 1 Complete Ultralite Manikin, 1 CPR Feedback Pistons, 10-Pack Ultralite Face-Shield/Lung-Bags and Carry Bag.

- **MSRP:** \$119.71 - United States / \$158.02- Canada
- >>> Distributor Pricing to follow.
- **Shipping Specifications:** Dimensions – 14.00" x 14.00" x 7.00" / Weight – 5 lbs.

RPP-ULPISTONM-1-MS : Replacement Prestan Ultralite Manikin CPR Feedback Piston. (AA Batteries not included)

- **MSRP:** \$46.71 - United States / \$61.66 - Canada
- >>> Distributor Pricing to follow.
- **Shipping Specifications:** Dimensions – 4.50" x 5.75" x 4.75" / Weight – 1 lbs.

PP-ULPISTONM-4-MS : Replacement Prestan Ultralite Manikin CPR Feedback Piston 4 Pack. (AA Batteries not included)

- **MSRP:** \$184.00 - United States / \$242.88 - Canada
- >>> Distributor Pricing to follow.
- **Shipping Specifications:** Dimensions – 10.50" x 9.50" x 4.50" / Weight – 3 lbs.

Marketing

Prestan has developed the following marketing tools which are all accessible on the Prestan FTP Marketing Website at <https://prestanproducts.com/marketing/?dir=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/55HgPLtX_Ic
- **Product Sheet:** This can be used as a one-page brochure



Marketing Message

Prestan's most portable manikin, the **Ultralite Manikin** is amazingly easy to set up for convenient and lightweight for training-on-the-go! The new Ultralite with CPR Feedback has an upgraded piston the gives compression feedback on rate and depth. A unique portable manikin solution that complies with the AHA and ARC CPR feedback requirements.

Branding & Trademarks

- **Branding:** When advertising any Prestan product, the Prestan Logo must be used. Approved logo images (vertical and horizontal) can be found on the Prestan FTP Marketing Website.
- **Registered Trademark:** The word "Prestan" the word "Ultralite" are 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.

Warranty

3-Year Warranty. The quality and durability of the Prestan Ultralite Manikins is consistent with all the Prestan products.

Replacement Parts and Consumables*

RPP-ULPISTONM-1-MS Ultralite CPR Feedback Piston (AA Batteries not included)

RPP-ULPISTONM-4-MS Ultralite CPR Feedback Pistons, 4 Pack (AA Batteries not included)

RPP-ULBODY-1-MS Ultralite Manikin Torso

RPP-ULPISTON-1-MS Ultralite Manikin Compression Piston

RPP-ULPISTON-4-MS Ultralite Manikin Compression Piston, 4 Pack

RPP-ULHEAD-1-MS Ultralite Manikin Head Assembly

11643 Ultralite Manikin 12-PACK Deluxe Carry Bag

11275 Ultralite Manikin 4-PACK Carry Bag

11909 Ultralite Manikin Single Carry Bag

PP-ULB-50 Ultralite Manikins Lung Bags 50-PACK

PP-ULB-10 Ultralite Manikins Lung Bags 10-PACK

PP-UFS-50 Ultralite Manikins Face Shields 50-PACK

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.**

Target Market

1. The Prestan Ultralite Manikins will appeal to instructors that currently use other "portable" manikins such 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.