

LIFEFORCE®



Saving your crew at
the push of a button



martek
MARINE

Could you save Joe?



You may know Joe or someone like him – for ten years he worked for a shipping company just like yours..

Joe was only 34 when he died of a sudden cardiac arrest on a ship. Joe's colleagues stood around while the chaos unfolded, unable to help. Air-sea rescue arrived to pick up his body; it was already too late. As his colleagues watched him leave, their faces said it all, so shocked, wondering how this had happened and why no one could save him.

What could they have done?

If his ship had a defibrillator on-board, Joe would have been getting married this year, and his work colleagues, family and friends would have been toasting him and wishing him good luck. Instead, they were bidding him farewell at his funeral.

You are responsible for protecting the lives of your crew at sea, and you know that a happy and secure crew is a productive one.

What are the risks?

Sudden cardiac arrest (SCA) is the world's biggest killer, killing over 3 million people worldwide every year. People over the age of 50 have a significantly increased risk of suffering SCA. According to the BIMCO/ISF Manpower 2005 update, over 25% of officers from OECD countries are over the age of 50 and more than 50% are over 40. If you have crew from South Asia, you may be concerned to learn that they are seven times more likely to suffer cardiac arrest than other nationalities.

If there is a fatality due to SCA, what words could you possibly find to console the victim's family, fellow crew members and friends, when you had no equipment to help – because you didn't have the time, the budget or the knowledge?

LIFEFORCE® is an automated external defibrillator (AED) – specifically designed for the marine environment, and was the world's first defibrillator to be Type Approved by Germanischer Lloyd (GL).

You can save the life of someone like Joe from the world's biggest killer. Don't you think it's time to hand your crews a lifeline?

LIFEFORCE® – Saving your crew at the push of a button

“It strikes without warning, killing 3 million people per year worldwide”

LIFEFORCE[®] marine automated external defibrillator (AED)

Simple to use for any crew member

LIFEFORCE[®] is so simple to use that any crew member can become a potential life saver. It automatically detects when defibrillation is required, ensuring that treatment will only be delivered when needed. The UK Resuscitation Council has recently given advice that AEDs are safe to be used by untrained personnel.

Clear verbal and visual instructions guide your crew through each step of the rescue. Combine this with the bright oversized buttons and an unimposing design and you have the best equipment to save a life. In an independent study, LIFEFORCE[®] was found to be quicker, easier and more successful to use than any of the other leading AEDs tested.

Type Approved for your peace of mind

LIFEFORCE[®] carries GL Type Approval, meaning that you can be assured that it has been tested to prove that when needed, it won't let you down. In addition, the proven performance and reliability of LIFEFORCE[®] is supported by a full 8-year marine specific warranty.

"8 year
warranty"

"SCA is the
most common
cause of death in
the workplace"

"Less than
5% of victims
survive without an
AED on-site"

"Victims'
chances of survival
reduce by 10% every
minute that
passes"

**8-YEAR
WARRANTY**





Portable and lightweight

With a built-in handle and weighing just 1.9kg, the LIFEFORCE® AED is portable, lightweight and can easily be stored and carried to a victim's side.

Hardwearing

The LIFEFORCE® AED is a durable piece of equipment, tested for use in even the most hostile of environments. The unit is weatherproof, with rubberised handles and sides for ultimate protection from impact damage.

Future proof

Guidelines for the use of defibrillators and CPR are often reviewed and amended, meaning existing defibrillators must be updated to meet with new treatment recommendations. Unlike some other units, your LIFEFORCE® AED can be easily upgraded on your vessel using a simple data card. Within 3 minutes your AED will be updated to comply with any legislation changes, completely free of charge as part of our commitment to giving you the best possible after sales customer service.



Training

Martek offers a range of training options. You can have a dedicated standalone training unit; your LIFEFORCE® AED can be easily converted into a temporary training unit for in-house training, or we can offer on-site certified training.

World-wide Support

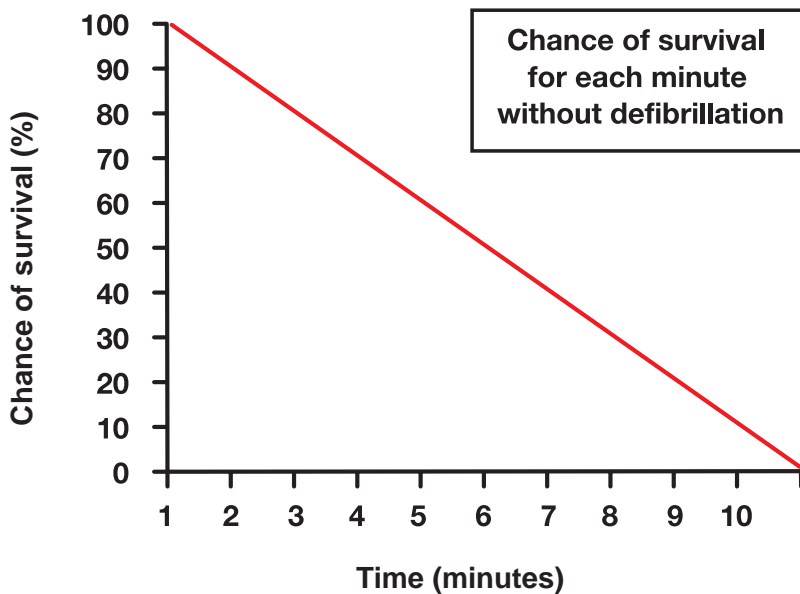
Our "World care" total support package means that in the unlikely event of a problem with your LIFEFORCE® unit we guarantee to despatch a replacement to your ship's next port of call within 4 working hours. We'll also proactively manage replacement of your consumables by notifying you when your battery or pads are approaching their expiry date and then arranging to send out replacements to meet your ship.



About sudden cardiac arrest

Around 3 million people die from sudden cardiac arrest (SCA) each year worldwide. It is the world's biggest killer and can happen to anyone, anywhere and at any time.

Research by one leading telemedicine company found that 62% of all the deaths on ships attributed to natural causes that they dealt with from 1986-2006, were heart related. Major maritime telemedicine services now recommend the carriage of AEDs on ships, as do a growing number of Flag Authorities, Shipowners' Associations and Seamen's Unions.



Causes of sudden cardiac arrest

Sudden cardiac arrest is unpredictable and really can happen to anyone – to the young; the seemingly fit and healthy; and yes, even to you. However, you are at a higher risk from SCA if you:

- Have previously suffered a heart attack or heart disease;
- Have a family history of heart problems;
- Have unknown heart problems;
- Are a victim of asphyxiation (drowning, choking, etc.);
- Are a victim of electrocution – SCA is one of the main causes of death in electrocution victims;
- Have an impact or trauma to the chest.

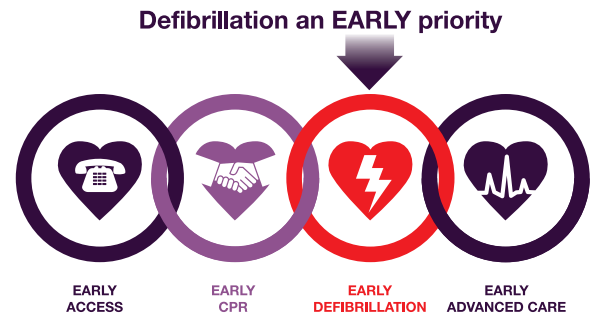
It's a race against time. Survival rates drop by over 10% for every minute without defibrillation. After 10 minutes, the chances of survival are extremely small.

With an automated external defibrillator (AED) on-site, defibrillation can take place within 3 minutes, and on average the chances of survival are drastically increased by up to 70%.

The chain of survival

The adult chain of survival is a set of guidelines for the treatment of SCA. By taking the quick action recommended, the chances of saving someone's life are dramatically improved.

Is your workplace prepared for a sudden cardiac arrest?





Who are we?

Martek Marine Ltd are world leaders in providing safety and environmental monitoring equipment to ships globally. We have a diverse customer base including BP, Shell and the Ministry of Defense. We are the only AED supplier to be awarded two highly prestigious Queen's Awards for Enterprise in the 'Innovation' and 'International Trade' categories.



Martek Marine Ltd

Martek Marine Ltd are committed to offering lifesaving equipment that is reliable, of high quality and proven performance, and to support this, the LIFEFORCE® AED is the only GL Type Approved automated AED available in the marine industry.

Customers

The following shipping companies already trust Martek Marine with their crews' lives:

ABC Maritime
Halul Offshore
J.Lauritzen
United Arab Shipping
Wilson Ship Management

Certification

Manufactured under ISO 13485:2003, cleared by the FDA and CE marked to the Medical Devices Directive 93/42/EEC.



Martek Marine Ltd
Adwick Park
Manvers
Rotherham
S63 5AB

T: +44 (0) 1709 599 222

F: +44 (0) 1709 871 873

E: enquiries@martek-marine.com

W: www.martek-marine.com