



**seamless** solutions

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### **Small Business Culture Leads to Big Innovation Advantages**

MINNEAPOLIS, MN (July 25, 2012) – Benson Medical Instruments built its reputation in the Hearing Conservation market by creating innovative products. This inclination for innovation is no accident: Benson Medical’s small-business culture clearly sets it apart from its larger corporate competitors. “We tend to operate like a small business here,” Steve Benson, a company owner and the Head of Engineering, points out. “We spend a lot of time listening to customers’ and distributors’ requests for technology improvements, and our engineering team is very good at integrating new technology into our products. This results in highly innovative products—we call them “neat” products—that are designed to deliver what the customer really wants: help with regulatory compliance.” The contrast with other manufacturers is striking. As Steve Benson explains, “Our corporate competitors refrain from updating their products because doing so has a greater risk of failure, and can reduce their profits in the near term. We consistently roll our profits back into the business to engineer “neat” products and embrace the risks associated with innovation—and the rewards that successful product innovators enjoy.”

The dream in the Hearing Conservation market is to seamlessly handle and manage large amounts of data, some from audiograms performed decades ago. “Our customers want to have access to the data they need right at their workstation, but also want it safely in their corporate servers. Using stable SQL Server technology in our products to network between testers and reviewers accomplishes this goal,” says David Mayou, Sales Manager of Benson Medical Instruments. “We also provide advanced tools to display, query, and select data so that hearing-conservation professionals can do their work better.”

The engineers at Benson Medical never think the job is done, and newer web services technology is introduced regularly into the IT market. “We are not quite there yet,” explains Steve Benson, “but we are willing to expend the resources necessary to make this dream a reality. It is going to take money and time, and will, undoubtedly, present its own set of risks for us. I accept those risks as the price of truly innovative products. We will always build “neat” products at this company—and our customers will benefit because of it.”

Benson Medical Instruments Co. designs and manufactures audiometers, spirometers, and software to manage hearing conservation and occupational spirometry programs for companies. For more information: David Mayou, Sales Manager, Benson Medical Instruments Co., 310 Fourth Avenue South, Suite 5000, Minneapolis, MN 55415 USA (Office) +1 612-827-2222 (Email) [sales@bensonmedical.com](mailto:sales@bensonmedical.com) (Website) [www.bensonmedical.com](http://www.bensonmedical.com)

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