

## CASE STUDY:

# BELLOFRAM DIAPHRAGM MEETS DEMAND FROM MEDICAL MARKET IN TIME OF CORONAVIRUS

## Ramped-Up Production Helps Medical Device Manufacturer



*The coronavirus pandemic has had an impact on everyone in the world, and there's little argument that the medical community has been affected most. Bellofram Diaphragm Division, part of the Bellofram Elastomers Division and a member of the Marsh Bellofram group of companies, is doing its part to help medical equipment manufacturers keep up with growing demand. Among these is a well-known manufacturer of suction regulators, suction fittings, autotransfusion systems, and other critical medical devices.*

**THE PROBLEM:** Bellofram Diaphragm manufactures diaphragms that are used in a wide range of this manufacturer's medical equipment, including two different models of suction devices. These devices help maintain a clear airway so mechanical ventilation in patients can be effective. With the onset of the coronavirus in the U.S., the customer company dramatically increased its order for diaphragms. "When an airway needs to be cleared so that a patient may breathe, this is a lifesaving procedure, and the parts you produce for us are an important element in the process," wrote the company's president in a personal communication dated May 27, 2020.

**THE SOLUTION:** Bellofram Elastomers Division national sales manager Rick Provenzano said Bellofram Diaphragm added a shift to increase the supply of diaphragms and then continued to work around the clock, even as the pandemic swept the Ohio Valley where the company is headquartered. "They've been a valued customer for years, but typically required a set number of units per month," said Provenzano. "With increased demand for their products, their order suddenly increased by 500%."

**THE RESULT:** The customer recognized the effort. "I wanted to ... acknowledge your support over these last few months. We have been able to successfully manage the surge in business we experienced over the last few months and realize that we could not have done this without you," wrote the company president.

Provenzano has maintained communication with the customer's team to keep the supply chain running smoothly. "We're appreciative of the trust they put in us," said Provenzano. "They're a great group of people to work with." Judging by the letter, the feeling is mutual.

"I am very proud that our organization was able to meet all customer needs during this time frame, and I hope that we forged a stronger bond between our organizations," the letter read. "Thank you and your entire organization for the support that you provided us in a time in history that is not likely to be repeated, at least not in our lifetimes."

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