

## Vertical Integration

# How M-Filter's Single-Use Systems ensure the continuity of your process



MDI facility Ambala - 36 Acre concentrated in one large campus

### WHAT IS VERTICAL INTEGRATION?

Vertical integration is a business strategy in which a company takes ownership of two or more key stages of its supply chain. This leads to a unique position of having a total control over your supply chain and production capabilities.

### WHAT MAKES M-FILTER UNIQUE?

M-Filter is specialized in advising and supplying of a wide range of innovative process and lab filters, Single-Use Systems and associated services. This concerns a particularly wide and deep range of filters and systems from, among others, the renowned brand MDI Membrane. Backed by a team with over 100+ scientists and engineers we develop custom made solutions and products that are designed to improve your specific process.

We stand for transparency, are very flexible and will always look for the best and most advantageous solutions together with the customer. Our mission is to improve your process with innovation and the most reliable supply chain.

### WHICH COMPANY WOULD YOU LIKE TO HIGHLIGHT?

This is the company called Advanced Microdevices Pvt. Ltd. (MDI Membrane), located in Haryana, India.

All manufacturers of Single-Use Systems lend technologies and components from each other to create a final product. There is one exception in the market and that is MDI Membrane, the largest vertical integrated manufacturer of Single-Use

Systems. All single components are produced, assembled and sterilized in one of their 5 production sites from raw material to final product.

In addition, MDI Membrane has its own educational institute Ambala College of Engineering and Applied Research (ACE) where, among other things, recruitment and selection of personnel takes place and is also the initiator of a hospital in Ambala. It offers qualitative, affordable and specialized health care to the masses in a small town.

### DOES COLLABORATION ENHANCE EFFECTIVENESS?

In 2006, M-Filter became the first distributor of MDI Membrane. Together we established a partnership to leverage the unique vertical integration towards the market. From that moment on, we have focused on a number of unique selling points, namely:

Cost effectiveness – because MDI develops all Single-Use Systems from raw material, there is more control over the total costs, which has a positive effect on the prices of Single-Use Systems compared to the competition. No high margins from other suppliers and no high transportation costs to obtain the individual components. M-Filter bundles shipments which benefits the transportation costs from India.

Lead times – with 5 production locations and everything integrated, MDI has very short delivery times of up to 8 weeks for Single-Use Systems.

This is from design to realization. In addition, M-Filter keeps local stock by appointment, which means that deliveries sometimes only take 1 to 2 days. This provides customers with the necessary flexibility. Our latest gamechanger has been the opening of MDI's own gamma irradiation facility which has not been done before in the industry.

Quality – because MDI has full control over the supply chain, it can guarantee the quality which benefits the end product. All components are tested in conformance with the BPOG protocol.

Sustainability – because the number of transports is reduced as a result of cooperation between M-Filter and MDI Membrane, the carbon footprint of Single-Use Systems is reduced. Other initiatives are Zero Water Waste Policy, Rain Water Harvesting and Reliance on Solar Energy.

### WHAT MOMENT IN THE PAST CHARACTERIZES THE IMPORTANCE OF VERTICAL INTEGRATION?

That wasn't so long ago. We hope we never experience it again, but during the COVID-19 pandemic, the power of vertical integration came to the fore. Many suppliers had to deal with extremely long delivery times during this period due to, among other things, a shortage of raw materials. M-Filter was able to help many customers during this time by using alternative products from MDI, because MDI was able to provide a maximum delivery time of 8 weeks during the entire COVID-19 period.

With a view to the future, we expect to be a reliable partner for many users of Single-Use Systems.



Nick Boelen, Sales Manager Single-Use