



Founder Vision Statement

Late 2007 I was involved in the realization of a public network of AED's in my hometown of Venray.

The situation at that time was simple: In the case of a cardiac arrest, First Aid Response Units rarely made it on time to provide immediate medical care. As a result, several people died each year... the only thing family members and bystanders could do was wait for the ambulance to arrive...often too late.

As part of the project team I looked for existing AED wall cabinets and quickly concluded they did not meet with the initiative's requirements. Why? Too expensive, not durable and not sturdy. But above all, they did not stand out. This inspired me to develop a whole new range of cabinets, starting with one specifically made for Public Access Defibrillation in outdoor environments.

My inspiration came from the life buoy, because of one simple but critical reason: everyone knows what they are for and can use it! This led to the unique round shape and leaves no room for interpretation. This is a life saving device. By adding a striking color, the Rotaid really stands out and is found instantly.

The round shape enables users to open the cabinet with an intuitive twist. The whole cover comes off, providing 100% access to the AED inside. The AED hangs on a bracket and can be taken quickly. No seconds should be lost in this phase.



The round shape also enables a rock solid and sturdy design. The moulded high quality plastics provide excellent protection and solidness and make sure the Rotaid will not show any signs of decay and rust. The Rotaid truly can perform in almost any environment possible.

Late 2009 Rotaid connected with Nelipak Healthcare packaging, a global leader in the medical packaging industry and the Rotaid AED Cabinet was born. The first 50 Rotaid's are still operative in Venray and have proven their worth. All citizens in Venray prefer to call them the green lumps, how's that for standing out!

After the deployment in Venray, Rotaid set the goal to introduce its products to the world. Development started of new variants to meet with specific requirements, market feedback and lessons learned from the Venray project. Rotaid also connected with leading partners to continue work on innovative and durable developments.

At this time, supported by our vision defined in our [3S Principles: Swift, Simple and Sustainable](#), Rotaid is constantly developing its products and working on a solid base of global partnerships. The base of all of this is our dream and ambition:

The Rotaid cabinet will become the worldwide symbol for an AED.

I thank you for visiting us!

Ruben Halmans
Founder