

A Phonak, customized

The advantage in the ear



PHONAK

life is on



The advantage of getting it right

We invite you to discover our amazing custom made products, and to embrace our market leading technology for clients who opt for custom hearing instruments or custom made earpieces.

Unique advantages

To match the exact needs of a future wearer, each custom product is digitally manufactured using computer aided design. Then it is handcrafted to a superb finish and computer tested to assure performance. Leading technology can simply do more: Consider one example, the unique and individually designed Acoustically Optimized Vent (AOV) – this approach is used and liked by hundreds of thousands of clients.

Phonak Custom Products are designed and manufactured to extreme standards of high reliability and low maintenance.

In addition we are highly customer focused and treat customer care and service as top priorities throughout the lifetime of the product.

We strongly believe you and your clients will benefit from a Phonak custom made hearing system. If you are not already fitting Phonak Custom Products, take a look at what you and your clients are missing. Getting it right the first time means that our remake rate lies below 3%¹.

Extreme standards for getting it right

¹ "Remake rate" indicates an instrument which needs to be rebuilt because it did not fit perfectly. The remake rate is measured by returns within 30 days in all markets.





The advantage of leading technology

True everyday benefits for our clients drive us. You have the opportunity to introduce your clients to the state of the art technology in Phonak Custom Products and to what it can do for them.

AOV for individually minimized occlusion

AOV stands for Acoustically Optimized Vent. This is how it works; we use proprietary multidimensional algorithms to define the acoustic mass, model and optimized vent with the help of a 3D modeling software. The individual AOV data is also used for pre-calculation of the fitting, providing higher wearing comfort. This innovation is available for every model and style offering:

- Optimal acoustic performance
- Reduced occlusion effect
- High acceptance rate

SmartGuard: Lasting protection and easy handling

The SmartGuard membrane system acts as an acoustically transparent barrier that protects the sound port and receiver from cerumen and moisture. This membrane system is suitable for all custom applications, even with power levels of up to 120 dB SPL. SmartGuard is a highly elastic thin polymer membrane which is laserbonded onto a ring that fits securely into the sound port of the hearing system. It's easy to handle: Your client simply wipes the ITE with a dry cloth daily and replaces the filter every two months.








The advantage of choice

Your recommendation for a Phonak Custom Product hearing instrument can be based on the whole portfolio of Phonak possibilities, offering satisfying solutions for mild to severe hearing losses. All price classes, all shell styles and all options are at your fingertips. What's more, you can be certain that you always work with the latest technology in the industry.

A portfolio of possibilities

- Selection of product by battery size
- Shell styles CIC, MC, ITC, HS, FS
- Receivers M, P and SP for each shell and battery size
- Automatic EasyPhone activation
- Wireless and non-wireless (Petite) technology
- Directional and omni microphone choices
- A variety of user control options: volume control, program switch, telecoil and remote control
- Various shell and faceplate color choices
- Wax protection options
- Compatibility to Phonak's Dynamic FM products (through iCom + MLxi or through MyLink+)

Custom Product matrix

							
Battery		CIC	Mini canal	In the canal	Half shell	Full shell	Receiver
non-wireless	10	•	•	•	•	•	M, P, SP
	312		•	•	•	•	M, P, SP
	312 Et directional			•	•	•	M, P, SP
wireless	312			•	•	•	M, P, SP
	312 Et directional			•	•	•	M, P, SP
	13 Et directional			•	•	•	M, P, SP

Wide range of faceplate and shell colors



Custom earpieces for CRT and BTE instruments

The most beneficial fitting results are achieved with a perfect earpiece. An optimal earpiece is one that sets benchmarks in:

- high wearing comfort
- fitting the individual anatomy of the ear
- retention in all daily activities
- durability
- improving hearing performance

At Phonak we have many years of experience making custom earpieces that expand the existing limits in these areas. A complete Phonak solution can be ordered with a Phonak hearing instrument and a Phonak custom earpiece.

Every Phonak custom earpiece can be ordered with Acoustically Optimized Vent technology, bringing with it all the benefits AOV has to offer.

Custom earpiece



SlimTip



SlimTip with extra retention



SlimTip Soft



cShell



cShell Soft

"The only thing that should come back is the client's hearing ability."

Susanna Merlini
Quality control manager



Reliability – a lasting advantage

From the choice of materials to every single step of production, we believe that a custom hearing instrument must simply do a great job. And it must do this great job for a long time. Our international research and development team constantly explore new materials and production technology and are continuously improving quality control procedures. We strive for new ways of thinking and improving.

More benefits for more years

Phonak Custom Products are built to last and will run for many years¹. Phonak features have inspired the industry and are considered benchmarks for performance and quality.

Even more reliable

Recently, a large long-term quality control survey confirmed that a Phonak custom made hearing instrument needs servicing on average once in four to five years. A custom made Phonak is built to last – no small achievement, given the challenging conditions any device placed in the ear has to endure.

¹Based on Phonak's worldwide repair statistics, a Phonak Custom Product operates on average 4 years before it needs to be serviced in the factory for the first time.

The way to excellence, in 9 essential steps

Phonak uses a fully integrated digital production system to design, manufacture and test our custom products. Every phase is closely monitored, starting from entering the order in the computer system to the final quality control.

1. Order entry

Upon ordering, the device receives a unique serial number which identifies the device for its long lifetime.



2. From the ear impression to digital data

The fine contours of the impression are laser-scanned and converted into a 3D representation that exactly copies the ear canal of the client.



3. Assembly in virtual reality first

To get the best cosmetic and acoustic performance, the shells are virtually constructed. This includes placement of all the electronic and mechanical components.



4. 3D-printing technology

Our state-of-the-art 3D-printers then build up the shells. The technology is fast, extremely accurate, and environmentally friendly.



5. A special treatment for the finish

After shell printing, the shells are placed in a high speed centrifuge to remove any residual fluid. In a final hardening process, quality and longevity of the device are increased substantially.



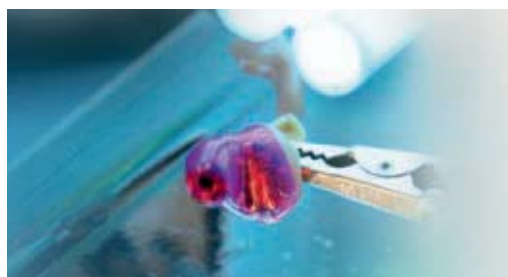
6. A laser engraved individual number

Every hearing system is as unique as the client it is made for. The individual serial number, brand and product name is laser engraved on the shell or earpiece.



7. Manual expertise

All the components are carefully placed inside the shell according to the virtual 3D model. The hearing instrument receives further dedicated expert attention. This requires a high level of workmanship in manual honing, drilling, milling, gluing, lacquering and polishing.



8. Preparing for the finish line

Before final testing, every detail is checked and double-checked by hand. It is thoroughly inspected by many experienced eyes. It is scrutinized for cosmetic appearance, symmetry, and overall perfect appearance. This ensures that every hearing instrument meets the highest esthetic expectations.



9. Is it worthy of being a Phonak?

Prior to any custom made hearing instrument or product being shipped, the acoustic performance is judged by a specialist. Each instrument is then acoustically measured by computer to make sure all required data values are met. At the end each device is preprogrammed to the individual hearing loss of the end user.



The advantage of a fast service

Our goal is ambitious: your order will be shipped to you no more than 72 hours from the moment we receive your order and the ear impression. In the vast majority of cases we can achieve this for you. This consistent high throughput rate is possible as a result of our manufacturing technology and we do this without compromising our dedication to quality and precision.

Users are dependent on their hearing instruments – this is why we repair and ship the device within 48 hours after we have received it.

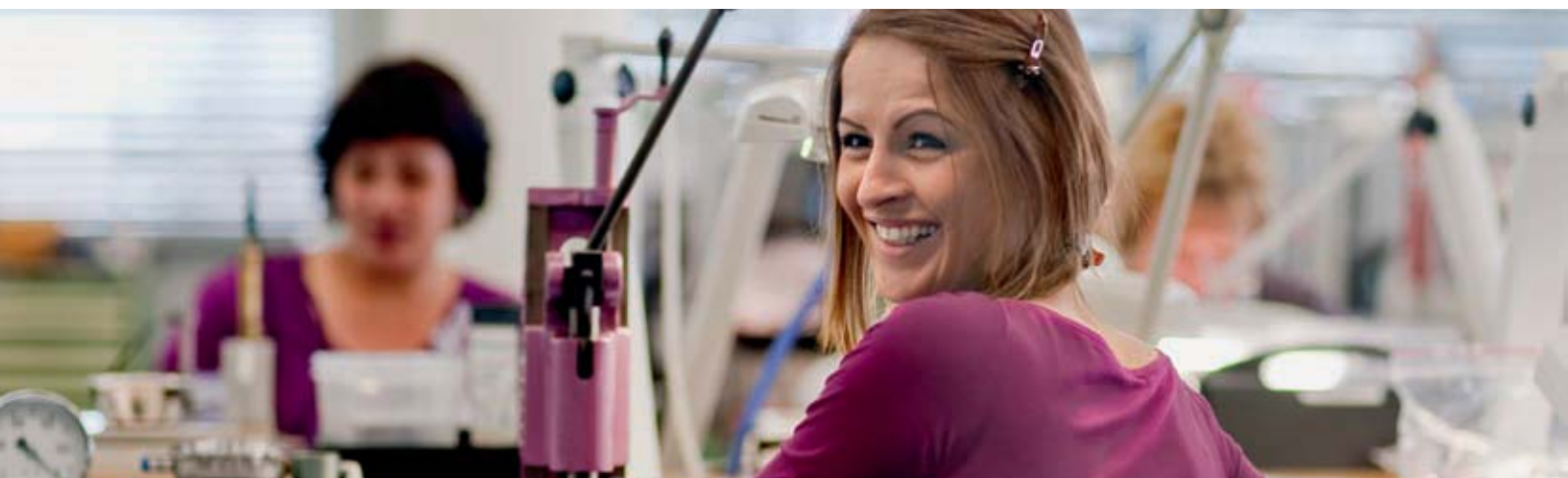
We routinely go out of our way to satisfy you and your clients

Once a hearing instrument is fitted and doing its job to the satisfaction of the client, this is the beginning of a great relationship. We believe long-term customer satisfaction is just as important as the quality of the hearing system and focus our efforts accordingly.

For this reason we believe in giving our business partners and clients the best possible service and support in all areas. Our specialists in customer service will be happy to assist you with general questions, technical issues and of course with your orders.

Customer service at a glance

- an experienced and professional service repair team
- short repair and service times
- technical support and general information



Many advantages, made possible by you

The more you are used to working with custom products, the less interesting you will find this paragraph. And it will be common knowledge to you, that you and your expertise play an essential role in getting it right for the client.

A head start to getting it perfect: The right impression

Open jaw impressions can help when a client has a narrow canal. Mid jaw impressions can also help to open the client's canal for a better impression, thus allowing us to create the truly perfect fit.

Please profile the client for our team

It is valuable if you ask and observe carefully and let us know as much as possible about your client. Age, lifestyle, background or personality, everything helps us to create a profile in our mind and this can inspire alterations with the individual client in mind.

Please make full use of the order form

Does your client require Bluetooth or wireless capabilities? Please let us know any special request your client has. It can make a difference in the size of the instrument we create.

Your 7 custom-made advantages

1. The advantage of getting it right

Our promise: Getting it right the first time, with a return rate below 3%¹.

2. The advantage of leading technology

Our promise: Phonak custom products profit from innovations Acoustically Optimized Vent (AOV) and the SmartGuard, which both add substantially to comfort and satisfaction.

3. The advantage of choice

Our promise: There is a custom product for mild to severe hearing losses, for every budget and lifestyle.

4. The advantage of lasting independence

Our promise: A Phonak Custom Product operates on average 4 years² before it needs to be serviced in the factory for the first time.

5. The advantage of our dedicated 9-step process

Our promise: In our state of the art process we combine the best of traditional craftsmanship and audiological expertise with the latest computer aided manufacturing.

6. The advantage of fast and precise manufacturing

Our promise: We stick to any delivery deadline you set up. Typically it takes 72 hours from the moment we receive your order and ear impression until we ship the completed instrument to you.

7. The advantage of fast service

Our promise: We handle and ship any repair within 48 hours, because we know users rely on their hearing instruments.

¹30 day returns in all markets.

²based on Phonak worldwide repair statistics.

Thank you for reading about Phonak Custom Products. We are sure you will have even more grateful clients if you recommend and fit our industry leading custom solutions.



Life is on

We are sensitive to the needs of everyone who depends on our knowledge, ideals and care. And by creatively challenging the limits of technology, we develop innovations that help people hear, understand and experience more of life's rich soundscapes.

**Interact freely. Communicate with confidence.
Live without limit. Life is on.**