



HARDY DIAGNOSTICS

A Culture of Service™

Company PROFILE



Our Mission

“We are committed to producing and distributing the finest products for the detection of microorganisms, as we partner with our laboratory customers to diagnose and prevent disease.”

History

Hardy Diagnostics has been in business for 35 years. Jay Hardy, a Clinical Laboratory Scientist, founded the company in the Central Coast of California in 1980.



Jay Hardy
Hardy Diagnostics
CEO and Founder

Employees



Currently, there are 300 employees, of which 240 are based in Santa Maria, California. Many positions require a degree or advanced training in microbiology, biochemistry, medical technology, laboratory science, or industrial engineering.





Plated Media



Tubed Media



Bottled Media



What We Do

Hardy Diagnostics manufactures culture media and rapid identification kits for microbiological testing in clinical, research, food, and pharmaceutical laboratories.

Culture Media

Hardy's culture media is the "food" that supports the growth of bacteria and fungi. It is packaged in petri plates, glass tubes, flasks, bottles, and jars. Culture media is used to detect and identify pathogenic microorganisms, such as *E. coli*, *Salmonella*, *Staphylococcus*, *Listeria*, and *Streptococcus*.

Manufacturing

Hardy Diagnostics manufactures over 3,500 different products used in the microbiology laboratory. The company is licensed by the FDA as an *in vitro* Medical Device Manufacturer and ISO 13485 Certified. There are two manufacturing facilities: Santa Maria, California and Springboro, Ohio.



ISO 13485
FM 572526

In 2005, Hardy earned its certification as an ISO 13485 company. This is an internationally recognized certification program for medical device manufacturers. It ensures that the quality management systems at the Santa Maria and Springboro manufacturing facilities have met the international ISO quality standards.



ISO Certification

Research



The company has an active Research and Development laboratory that develops unique products as well as improves existing ones. A team of microbiologists develops innovative products for the rapid detection and identification of bacteria and fungi.

The Market



Hardy's customers consist of:

- Hospitals
- Clinics
- Research Labs
- Universities
- Food and Beverage Processors
- Personal Care
- Water Districts
- Veterinarians
- Biotechnology Firms
- Doctor's Offices
- Pharmaceutical Companies

Market Position

As a culture media manufacturer, Hardy Diagnostics is the only company of its kind in the Western states and is the third largest culture media manufacturer in the United States.



MADE IN THE USA



Customers

There are over 9,000 laboratories that utilize the services of Hardy Diagnostics on a regular basis.

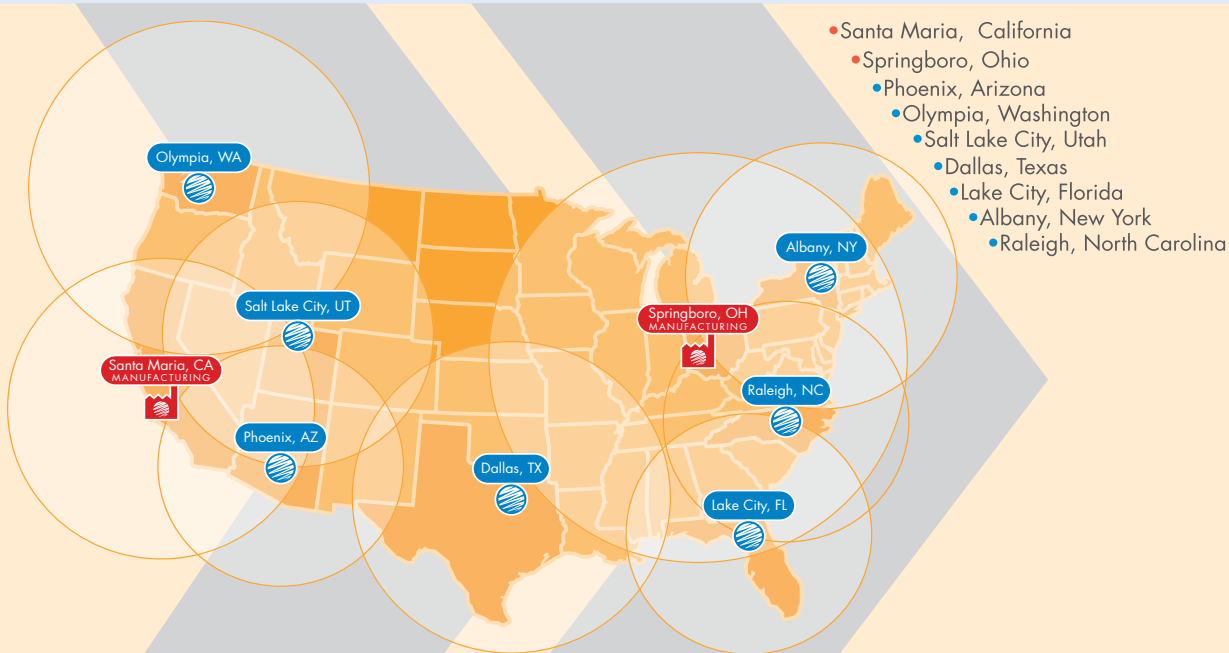
Distributed Products



Over half of the company's sales are derived from its manufactured goods. The balance is made up of distributed items from over 80 other lab supply manufacturers. A total of 13,500 products are offered to Hardy's customers.

Nationwide Distribution Network

As the only Culture Media Company with two manufacturing sites and nine Distribution Centers, Hardy Diagnostics can provide media to most of the country with inexpensive next day ground delivery. For fast on-time delivery, Hardy Diagnostics maintains nine distribution warehouses which are maintained in:



Delivery



For superior Customer Service, Hardy sells directly to the end user in most situations and supports 24/7 "online" ordering. Orders placed before 1:30pm are shipped out the same day.





Growth

The company has maintained a consistent growth rate of 6 to 18% per year. Since the beginning, the company has increased its sales every year without exception. Current sales are approximately \$40 million annually. The Company has produced a profit every year since its beginning in 1980.



Exporting



Hardy Diagnostics CRITERION™ brand of dehydrated culture media in powder form is sold domestically as well as exported to over 70 foreign distributors.

CRITERION



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There are 20 professional account representatives to provide sales assistance throughout the U.S. to laboratory customers. In addition, a team of microbiologists and medical technologists provide phone support from the home office.

Sales Team



"We are committed to supporting and promoting a portfolio of products for the detection of microorganisms, as we partner with our customers to diagnose and prevent disease. Integrity comes first when consulting with our laboratory customers and distribution partners. We strive to grow business by providing the best service in the industry, and build lasting partnerships."

Tech Support



"We will give every customer inquiry individual attention, answering all questions to the best of our ability, and investigate all complaints to ensure customer satisfaction."

Customer Service



"We will provide customers with excellent assistance with a focus on accuracy in a timely and pleasant manner."

The Hardy Campus

The company's manufacturing operation currently occupies five buildings totalling 130,000 square feet in Santa Maria, California and one building of 48,000 square feet in Springboro, Ohio.

To further the company's healthy lifestyle philosophy, the Moxie Cafe was opened in the Spring of 2014 in Santa Maria to offer a multitude of healthful yet delicious selections.



The Moxie Cafe, Santa Maria, California

Headquarters and Manufacturing
Santa Maria, California



Manufacturing
Springboro, Ohio



1430 West McCoy Lane
Santa Maria, CA 93455
phone: 800.266.2222
fax: 805.346.2760
Sales@HardyDiagnostics.com
www.HardyDiagnostics.com





Going Green

Hardy Diagnostics has been certified by the County of Santa Barbara as a "Green Business" due to its efforts at recycling materials and reducing energy and water consumption.



ESOP

At the beginning of 2013 Hardy Diagnostics became employee owned through the formation of an ESOP (Employee Stock Ownership Program). Each Hardy co-worker receives actual shares in the company, providing them with a true "stake in the outcome." Our culture of ownership keeps us highly motivated to grow and continually improve. *"We act like we own the place . . . because we do."*



Profit Sharing Program

Hardy Diagnostics is an "Open Book Management" company where employees follow the financial progress of the company as they share in the profits on a quarterly basis.



Fit Friendly Workplace

The company was recently certified as a "fit friendly" workplace by the American Heart Association. Coworkers enjoy healthy food choices during breaktime, walking trails, health club discounts, an onsite gym, health fairs, sports teams, and other health related activities. In addition, the company earned an award as a certified "California Fit Business."





Healthy Eating

The Moxie Cafe is owned by employees of Hardy Diagnostics. The restaurant serves various tasty choices that support healthy lifestyles. Organic farm-to-table produce, low fat, and low sugar choices are served. Meals are offered without MSG, trans-fats, antibiotics, or hormones; just good wholesome food...mostly farmed locally.



Awards

The company has been recognized by the Santa Maria Valley Economic Development Association as a recipient of their "Founder's Award" and "Business of the Year" in 2011. In addition, Hardy received the "Spirit of Small Business" award from the Small Business Administration. In 2009, 2010, and 2011, the company was included in INC Magazine's top 5,000 fastest growing companies in America. The Rotary Club honored the company with its "Ethics in Business" award in 2014.



Community Involvement

Hardy has pledged one percent of its total earnings to support numerous non-profit organizations such as the Boys and Girls Club, YMCA, Special Olympics, The Food Bank, and Salvation Army. A medical mission in Haiti is also actively supported. In addition, the company provides free materials for local students' science projects.



Santa Barbara Scholarship Foundation

So far over 50 college scholarships have been granted to students in need of assistance. In 2015 the Santa Barbara Scholarship Foundation honored the Hardy's with their "Ambassador" award.





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