

# New Medical Supplies Startup, Medimart, Launches First Store in Adelaide

Medimart, a multi-channel business providing medical, mobility and therapy product solutions to the general public and healthcare industry has launched its first store in Elizabeth Vale, South Australia. The new store sits opposite Lyell McEwin Hospital

Founded by 53 year old entrepreneur, Paul Adolphi, medimart is based on one idea - to help make life better for people living with injury, illness or disability. Medimart sells medical, mobility, therapy, sleep health, orthopedic and podiatry equipment to the public via its innovative online store and also from within the new physical location at Shop 6, 44 John Rice Avenue, Elizabeth Vale, SA 5112. Medimart also offers wholesale products to medical practitioners so that they can better serve their patients. The medimart product and service range also has a significant focus on the sleep health arena, with the provision of CPAP machines to the public, for sale via purchase or hire, along with a sleep testing arm to the business whereby Adelaide residents can take advantage of medimart's expert sleep testing and assessment team. Mr. Adolphi is excited at the difference medimart will make to the community "We're excited at the opportunity to help Australian's get better sleep. Figures show as much as 1 in 10 Australians struggle with sleep disorders, sleep apnea being a significant contributor. We'll be providing in-home sleep testing to help Australians identify products and services to help them achieve the goal of better sleep." Medimart has been formed on the back of Mr. Adolphi's successful 20 year career working for some of the world's leading healthcare companies. He has also built two successful businesses providing on-site Health and Fitness to staff at the Royal Adelaide Hospital and Flinders Medical Centre. Throughout his working life, Mr. Adolphi has been driven by a desire to improve the health, well-being and quality of life of others. It is no coincidence that Paul has chosen to open his first medimart outlet in Elizabeth Vale, a stone throw from where he was born. It is an opportunity to give back. More than just another medical supply business, the vision for the company is far reaching, "our ultimate vision is to franchise the business and coming from a franchising background myself, I see medimart as an ideal platform to assist hundreds of thousands of Australian's towards better health and easier everyday living. We're certainly excited at the future and what we can create with Medimart."

## Contacts

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