

Press Release 02/11

08 November 2011

Medos Medizintechnik AG gets a visual makeover

The changes that came with the company's newly-defined strategic focus are now clearly visible for the world to see.

Medos presented its complete design makeover for the first time at the 25th Annual European Congress of Cardiac and Thoracic Surgeons (EACTS) in Lisbon in early October. The redesign is a logical consequence after the company's repositioning. "We want Medos' new, clear strategy to be reflected in our corporate design," says Dr. Jürgen Böhm, member of the executive board.

The revamping of the corporate design goes beyond simple aesthetics – it aims to reflect the company's new ambition of being a major provider of "cardiopulmonary solutions". "For us this means that we are embarking on a path of close collaboration with cardiac surgeons and perfusionists to promote innovation and new approaches to therapy. The focus of the new corporate strategy is clearly placed on the users of Medos products as they will greatly influence the planned expansion of our product portfolio. They should see themselves in our new look," said Boehm.

In recent weeks Medos has stated clearly that the company is investing in the expansion of its product portfolio and "will continue to produce the highest Made in Germany quality" according Josef Bogenschütz, member of the executive board. "The absolute priority for us, in addition to continued advancement of technology, is the expansion of our national and international distribution network that will bring our service and support concept to life by intensifying dialogue with our clinical partners and customers," said Bogenschütz.

The completely redesigned website www.medos-ag.com was recently unveiled and is now available to all customers, users and anyone interested in learning more about the company. Medos seeks to create an information platform that will be a source of information about the company and its products as well as current events and news about the therapy process, scientific publications and much more.

Please send a copy after publication

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The following photos are from the press release and may be published:



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Background information

Medos AG

Medos AG is a leading German medium-sized high-tech medical device company that develops, manufactures and distributes products worldwide for cardiac surgery and peripheral applications. From its inception, Medos has placed a premium on the quality of development and production in keeping with "Made in Germany". The facilities in Stolberg and Radeberg manufacture the complete portfolio of cardiac surgery products using advanced technologies. Thousands of patients have already benefited from these products.

The product range features the deltastream[®] system, individually configurable Medos[®] tubing sets, hilite[®] oxygenators and reservoirs, rheoparin[®] coating (Heparin), and a comprehensive Medos[®] needle programme which provides the right needle for each individual treatment as well as the Sono TT flow Lab[®] for intra-operative, non-invasive flow measurement.