

---

## TRACOE medical establishes its first subsidiary in Austria

---

- » **Medical technology manufacturer expands as part of international strategy**
  - » **Austria prototype for further subsidiaries**
- 

**Nieder-Olm, 15 May 2018** – TRACOE medical GmbH, a leading developer and manufacturer of medical devices in the fields of tracheostomy and laryngectomy, has now opened its first special-purpose subsidiary in Austria, headquartered in Salzburg: TRACOE medical GmbH Austria. With this, the company is continuing to expand and strengthen its presence within Europe. The principle motivation for this is that it allows us to extend the provision of high-quality advice and information locally and to strengthen our distribution and sales network. This way, a close cooperation with users in our neighbouring country can contribute towards the development of new innovative products.

Through its dealership network, TRACOE is currently represented in 90 countries, as was hitherto the case in Austria too. Since the cooperating dealers in the different countries also have many other products in their programme, they are often not fully conversant with the field of tracheostomy. „With our site in Salzburg, we will be able to provide our customers with even better advice and work more closely with them“, explained Stephan Köhler, Managing Director of TRACOE medical GmbH in Germany. The subsidiary is supported in this by the entire back office sales structure and logistics of TRACOE medical in Germany.

### International Expansion

The Austrian subsidiary is following TRACOE's international strategy: in 2011, TRACOE acquired the majority interest in the dealer MC Europe and founded a subsidiary in the the Netherlands / Benelux. Since 2013, TRACOE medical GmbH Germany has been a wholly-owned subsidiary of the XTR Group, which was founded by Stephan Köhler in 2003. In 2016, the UK subsidiary KAPITEX Healthcare was added as a wholly-owned subsidiary. At the beginning of the year, TRACOE announced a new representative office in Bahrain.



Stephan Köhler, Managing Director of TRACOE medical GmbH



Jörg Altenburger, Managing Director of TRACOE medical GmbH Austria

„The new subsidiary is a logical step in our international expansion and will strengthen our presence on our jway into the Austrian market, which is so important for us“, explained Jörg Altenburger, Managing Director of TRACOE medical GmbH in Austria. „In addition to the good market potential, the unrestricted transport of goods, similar legal framework thanks to EU membership and the fact that we share the same language present favourable conditions“. The Austrian market also provides the ideal test market. The founding of TRACOE medical GmbH Austria will therefore also serve as a prototype for the establishment of further distribution companies following the successful market positioning.

More information on the entire TRACOE brand portfolio is available on our website [www.tracoe.com](http://www.tracoe.com) or on [Facebook](#).

---

**About TRACOE medical GmbH:**

TRACOE medical GmbH, headquartered in Nieder-Olm (Rheinland-Pfalz), is one of the leading manufacturers and developers of medical devices and aids for patients with tracheotomies and larynx operations. Their premium product portfolio focusses on tracheostomy tubes for patient care in both hospital settings as well as at home. TRACOE medical GmbH has approximately 178 employees, incl. 17 sales representatives, exporting its products to 86 countries. In the past ten years alone, TRACOE medical has been granted 19 patents. The company can look back on a 60-year company history; it has been selected three times as one of the TOP 100 companies among German small- to medium-sized businesses and is already being led by the family's third generation. The Managing Directors are Stephan Köhler and Dr. Thomas Jurisch.



**Other information**

Deutscher Pressestern®  
Bierstadter Straße 9 a  
65189 Wiesbaden, Germany  
[www.deutscher-pressestern.de](http://www.deutscher-pressestern.de)

**Talitha Strickler**

E-Mail: [t.strickler@public-star.de](mailto:t.strickler@public-star.de)  
tel. +49 611 39539-13

**Caroline Wittemann**

E-Mail: [c.wittemann@public-star.de](mailto:c.wittemann@public-star.de)  
tel. +49 611 39539-12