
Revenue growth, full product pipeline: TRACOE medical looks back on a successful financial year 2017

- » Revenues of the group increased to around 30 million euros.
 - » Foundation laid for new product launches in 2018
 - » Mainz-Bingen district „Business of the Year“ award
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Nieder-Olm, 13. March 2018 – Consistent growth in revenue, expanded management structures, preparations made for new product launches – TRACOE medical GmbH, headquartered in Nieder-Olm (Rhineland-Palatinate), continues its success story. The developer and manufacturer of medical devices in the fields of tracheostomy and laryngectomy has successfully achieved consistent increases in sales and created important structures for the future. Standing at around 30 million euros, the total revenue of the XTR Group, parent company of not only TRACOE medical, but also of the UK subsidiary KAPITEX Healthcare Ltd and the Dutch company MC Europe B. V., has been significantly increased. Of this, TRACOE medical posted revenue of around 22 million euros, which was also an increase compared with the previous year. With the restructuring of the company's management and the development of new products, the family business simultaneously set the course for further growth: Stephan Köhler, managing director of TRACOE medical GmbH: „2017 was characterised by key strategic steps: firstly, we completed the integration of KAPITEX Healthcare Ltd., which gives us even better access to the tracheostomy market in future. Secondly, we have created new internal structures to enable us to promote growth at an international level. We are delighted to have once again achieved sales growth against this background and, in light of the plans we have made, this also makes us very optimistic for 2018.“

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Stephan Köhler, Managing Director
TRACOE medical GmbH



Dr. Thomas Juirsch, Managing Director,
TRACOE medical GmbH



With the integration of the UK provider, the holding company was able to further strengthen its position as a premium provider specializing in tracheostomy tubes and devices for the ventilation of patients with tracheotomies and those who have had larynx surgery. MC Europe and the new product group "select" also opened up the airway management market. The group therefore now offers an integrated product range for both the clinical and home care sector. TRACOE medical GmbH, which today has a workforce of 200 employees, has been granted 19 patents in the last 10 years alone and exports its high-quality, innovative products to 86 countries, was presented with the Mainz-Bingen district „Business of the Year“ award in 2017 and also intends to continue expanding in future. In order to take the necessary steps to achieve this goal, the company also expanded its top management team in 2017. Marcus Keidl, who for many years previously had played a crucial role in shaping the fate of the company as commercial director, was appointed as a member of the management team and will, in future, also be responsible for product management and marketing. Dr Thomas Jurisch, managing director of TRACOE medical:

„In future, Marcus Keidl will continue to assist Stephan Köhler and myself, so that we can focus even more on research & development and international expansion.“

New representative office in Bahrain

A first step towards this was the opening of a new representative office in Bahrain at the beginning of the year. Stephan Köhler: „With a new presence in the Middle East, we are able to provide more intensive support for our local traders and customers. The markets in the region - from the United Arab Emirates to Iran - are among the fastest-growing in the world. In future, we want to be even better positioned here than ever before.“ Further expansion within Europe is also planned. To this end, the XTR group structures are to be further expanded in 2018 to ensure even better product integration with KAPITEX and MC Europe.

Strong new products in the pipeline

In 2018, TRACOE medical is adding a very special target group to its portfolio in the infants and children sector. The „select“ product range will be extended by the addition of a set for the REF 820 balloon dilatation, among other things. Dr Thomas Jurisch: „2018 heralds a new era of innovation and expansion. After a good start in the first two months, we are very confident that we will be able to build seamlessly on the success of 2017 and live up to our reputation as leaders in innovation and quality.“

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



Marcus Keidl, Member of the Management, TRACOE medical GmbH



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

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