
Growth strategy on target, change of track for construction plans: TRACOE medical records positive results for an exceptional year 2020

- » **Group revenue growth up 23.9 % to approx. EUR 44 million.**
 - » **Significant additional demand due to the pandemic leads to a revenue increase of up to 56.8 % in some product groups**
 - » **More than 30 new employees hired in Production**
 - » **Medical technology manufacturer secures option right for existing premises**
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(Nieder-Olm, February 2021) – TRACOE medical records positive results for the 2020 financial year. The XTR Group, whose members include not only TRACOE medical Germany but also the UK sister company KAPITEX Healthcare Ltd, the Dutch subsidiary MC Europe B. V. and the Austrian TRACOE medical, significantly increased its total revenues by 23.9% to around EUR 44 million. Growth was almost as high for TRACOE medical Germany, with revenue growth up 21.4% on the previous year. The specialist in medical devices and appliances for patients with a windpipe incision (tracheostomy), larynx removal (laryngectomy), and ventilation (respiratory care), headquartered in Nieder-Olm (Rhineland-Palatinate), alone generated around EUR 31 million of the total group revenue. The tremendous growth is not least also attributable to the particular circumstances of the exceptional year 2020: “The corona pandemic triggered a massive increase in the demand for respiratory aids worldwide, i.e., also for our products“, explained Managing Director Dr. Thomas Jurisch, who would certainly feel a lot happier if it were under different circumstances: “Due to this dreadfully serious situation, the demand was - and still is - so high that we recorded a 56.8% increase in revenue in the TRACOE percutan product group alone”. Yet as regards growth, last year had even more substantial developments in store for TRACOE medical.

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TRACOE medical records positive results for an exceptional year 2020



Dr. Thomas Jurisch, Managing Director of TRACOE medical



The demand for TRACOE medical products was so great that a 56.8% increase in revenue was recorded in the TRACOE percutan product group alone.

It was already clear at the outset of the pandemic that the circumstances would call for a whole raft of measures from TRACOE medical as a systemically significant supplier of respiratory products, in order to cope with the drastic increase in order volumes from all over the world. Dr. Thomas Jurisch: “Apart from internal precautions to protect our employees from infection, it was vital to guarantee the production of our products and simultaneously increase our capacity”. This is because in the first corona wave in March alone the open order quantities in the company’s core cannula range alone (vario, twist and percutan) rose to over 50,000 units, whereas the production figures under normal circumstances averaged at 15,000 to 20,000 per month.

TRACOE gears up and hires 34 employees

For this, the company, whose “Quality made in Germany“ strategy has again proved to be particularly beneficial during border closures and shutdowns, established double-shift work, which minimized the risk of not being able to deliver. TRACOE medical has also been hiring: “All in all we have added 34 new employees to our team primarily in Production. We now have a total of around 250 staff at our site in Nieder-Olm”, the managing director stated. Thanks to the amazing support provided by all its staff, partners and customers the world over, TRACOE medical has been able to retain its efficiency and ability to deliver and has, incidentally, , even managed a complete website re-launch and a major relocation alongside many other projects. In October the medical technology manufacturer relocated its silicone products facility for the manufacture of tracheostomy tubes for neonates and children to larger premises located in the direct vicinity of the new logistics center and the current – and also future –headquarters at Reichelsheimer Straße 1–3.

Right of first refusal for existing premises secured

Due to its strong growth, the company had long since reached the limits of its capacity in the present building housing the company headquarters, which had once offered the perfect conditions for TRACOE medical. Although scaling up and/or reconstruction had been on the cards for a long time, approval could not be given by the lessors due to various considerations. So TRACOE medical had planned to build a completely new head office from scratch - with Production, Administration and Logistics - in the direct vicinity on the parking lot of its own logistics center, and had already set all the wheels in motion. However, at the end of the year an arrangement was reached with the owners of the existing premises in the form of an agreement on an option right ensuring that TRACOE medical could remain in this building in the long term. “Even if this development means having to rethink our plans all over again, we are really delighted, as TRACOE medical has been at home here for more than 20 years”, Dr. Thomas Jurisch said: “This now means that we will in fact still build on the parking lot of our logistics center, but not to the extent originally planned, and in several stages at a later date. The company headquarters will, however, remain at Reichelsheimer Straße 1–3”.



With the relocation of its silicone products unit, TRACOE medical will be able to intensify its production of tracheostomy tubes for neonates and children.



TRACOE medical successfully secured the option right for the existing premises.



The company is delighted about the developments even although TRACOE medical will have to completely rethink its plans.

Prospects of a calmer year?

“We do not expect 2021 to be calmer in the short term”, the Managing Director said. Even if there were prospects of an improvement in the situation from a long-term perspective thanks to the vaccines developed to control the corona pandemic, the present situation would nevertheless remain tense and further waves of infection could not be ruled out. Dr. Thomas Jurisch: “We anticipate a continued significant increase in demand, worldwide. But we have taken all the necessary steps to be able to maintain unrestricted production and sustain our range of services and consulting to ensure a seamless supply chain”. With the expansion of the company headquarters, various product launches and the Medical Device Regulation coming into effect throughout the EU in May, which will significantly increase the scope of all the processes involving medical devices, the complexity of approval and the number of controls, TRACOE medical will definitely not get bored, to be sure.

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

About TRACOE medical GmbH:

TRACOE medical GmbH, headquartered in Nieder-Olm (Rhineland-Palatinate), is a leading developer and manufacturer of medical devices and medical aids for tracheostomy and laryngectomy patients. The premium product portfolio focuses on tracheostomy tubes for patient care in both hospital and homecare settings. TRACOE medical GmbH has approximately 250 employees and exports its products to around 90 countries. The company currently has 13 patents and a further 12 patent applications. The company can look back on a corporate history spanning 60 years; it has already been selected three times as one of the TOP 100 German small and medium-sized businesses and is managed by the family's third generation. The Managing Directors are Stephan Köhler and Dr Thomas Jurisch.



Other information

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