

---

## Expansion of the management team:

### TRACOE medical appoints Rimm Elfu as managing director

---

**(Nieder-Olm, May 2021)** – TRACOE medical, a leading developer and manufacturer of medical devices and appliances for patients who have had a tracheostomy and laryngectomy and need ventilation (respiratory care), headquartered in Nieder-Olm (Rhineland-Palatinate) has restructured its management team. With effect from May 1st, 2021 Rimm Elfu, the former head of sales and member of the Management Board has been appointed as managing director of TRACOE medical. With this promotion, the company is honoring Rimm Elfu's many years of successful work, with which he has made a significant contribution to the successful development of the medical technology manufacturer in recent years. Dr. Thomas Jurisch, managing director of TRACOE medical and spokesman for the Management Board: "Rimm Elfu has already been contributing his professional expertise, his strategic vision and his reliability to the company for a long time. By appointing him as managing director we would like to acknowledge his outstanding work and continue on this successful course along with him".

As well as being in charge of overall sales, as managing director at TRACOE medical, Rimm Elfu will in future also be responsible for product management, content marketing and visual and brand marketing. Research and development will also report to him. Rimm Elfu: "For ten years I have been part of this very special family business from Nieder-Olm, one of the most innovative and leading companies in the industry, exporting its high-quality products to around 90 countries worldwide. I am delighted to be able to contribute my work and my vision for TRACOE medical as managing director with immediate effect, and would like to thank you for your confidence in me. Together with the entire team, I want to ensure that the company consistently continues on its growth course".

#### Reorganization of the areas of responsibility

Together with Dr. Thomas Jurisch, Rimm Elfu is now forming a dual spearhead in the management of TRACOE medical. Stephan Köhler, who has been head of the third-generation company since 1990, is a partner. Dr. Thomas Jurisch is responsible for finance, human resources and strategic procurement. Production engineering and



Rimm Elfu appointed managing director of TRACOE medical.



Dr. Thomas Jurisch, managing director of TRACOE medical

.....

facility management will report to Sven Schlechtweg, TRACOE medical head of operations, with immediate effect. Marcus Keidl, former commercial director and member of the Management Board, left the company at the beginning of April. This was the reason for restructuring. The well-functioning reorganization of the areas of responsibility set up at that time was now transformed into a permanent structure. Dr. Thomas Jurisch: "Due to the global pandemic and the massive increase in demand for our products, we are currently experiencing a very challenging time, which has now accelerated the overdue restructuring of the areas of responsibility. We can now reorganize ourselves, and to full effect - a fact I am quite sure of. In this way we will together make a seamless transition from the successful financial year."

### Financial Year 2020

TRACOE medical reported positive results for the 2020 financial year. With a 21.4% increase in revenues compared to the previous year, TRACOE medical Germany's growth was almost as strong as the entire 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. The XTR Group significantly increased its total revenues by 23.9% to around DM 44 million. TRACOE medical Germany alone generated around EUR 31 million of the group revenues.

More information on the entire TRACOE brand portfolio is available on our website [website www.tracoe.com](http://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 220 employees inc. 17 field staff, and exports its products to around 86 countries. TRACOE has been granted 19 patents in the last ten years alone. 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 Dr Thomas Jurisch and Rimm Eflu.



TRACOE medical reported positive results for the 2020 financial year.

### Other Information

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

### Benno Adelhardt

e-mail: [b.adelhardt@public-star.de](mailto:b.adelhardt@public-star.de)  
Tel.: +49 611 39539-20

### Caroline Wittemann

E-Mail: [c.wittemann@public-star.de](mailto:c.wittemann@public-star.de)  
Tel.: +49 611 39539-22