
Mid-year turnover for 2021 far exceeds the target: TRACOE medical's growth course remains unbroken

- » Turnover for the XTR Group stood at around EUR 23 million as of June
 - » 45% increase in sales of the vario product group in the German hospital market
 - » Four of the ten largest customers are from South America
-

(Nieder-Olm, Germany, August 2021) – TRACOE medical can still feel the effects of the Corona pandemic on business, but this is not the only reason for the continuing high demand. The manufacturer of medical devices and appliances for patients, who have had a tracheostomy or laryngectomy and need ventilation (respiratory care), with its headquarters in Nieder-Olm (Rhineland-Palatinate, Germany), also attributes its positive 2021 mid-year balance sheet, among other things, to strong growth in South America. 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, increased its total revenues by 3% compared to the previous year to around EUR 22.98 million. TRACOE medical Germany generated EUR 17.49 million of this in the first half-year alone, which is tantamount to 10.8% growth compared to the previous year. Dr. Thomas Jurisch, Managing Director of TRACOE medical and spokesman for the Management Board: “So both the group and TRACOE medical Germany have exceeded their target, and this significantly by 8.8% and 11.5% respectively. We are very pleased about this, but we are also aware that it is partly due to the still greatly increased demand for our products for COVID-19 patients throughout the world”.

The medical technology manufacturer based in Nieder-Olm near Mainz, Germany, had reported an enormous (56.8 %) increase in revenue in its *percutan* product group last year, and a similar picture is already emerging after the first half of 2021 for the *vario* product group. “In this group, we are observing a 45% growth in

[read more >>>](#)



Dr. Thomas Jurisch, Managing Director of TRACOE medical and spokesman for the Management Board



Rimm Elfu, Managing Director of TRACOE medical



TRACOE medical reports a positive balance sheet for the first half of 2021

the German hospital market – this is enormous”, Dr. Thomas Jurisch continues: “TRACOE *vario* is a soft, flexible tube with an adjustable neck flange. The eight types of tracheostomy tube offer a variety of possibilities for customization and can therefore be used for patients with the most diverse physical requirements”.

Strong growth in South America

The premium quality of the hand-assembled TRACOE tracheostomy tubes, which take all individual anatomical requirements into account, is appreciated not only on the German market, but also all over the world. TRACOE medical exports its products to around 90 countries, including some on the South American continent, where a great deal has been happening in the first half of 2021. Rimm Elfu, Managing Director of TRACOE medical, is, among other things, in charge of distribution and responsible for the market: “In the first six months of this year, we experienced a tremendous growth spurt, particularly in Colombia, Chile, Peru and Argentina. South America is becoming increasingly strong as a market - in fact, four of our customers from this part of the world are already among our top ten largest customers”. The managing director attributes this increase to the following: “We have already been working intensively with our South American partners for many years. This groundwork is now paying off in these difficult times. Demand is very high and not all providers are as well represented as we are or able to deliver as we can”. Furthermore, 17 new employees have been hired since January 2021 to meet the continued high product demand. “TRACOE medical now has a workforce of 275 – and this year there will be even more”, said Rimm Elfu.

TRACOE's product group *kids* gets Lumy as a mascot

And TRACOE has added yet another employee – from the other side of the world: Lumy, the new mascot, was designed for the TRACOE *kids* product group, and was modeled on the red pandas living in the wild, high up in the mountains of Asia. Dr. Thomas Jurisch: “Lumy is intended to accompany quite a different kind of growth, namely that of infants, toddlers and children, who are dependent on a tracheostomy tube”. As a figure for numerous marketing materials and communication measures, the aim of the mascot is to reassure children and parents and show them that although a tracheostomy tube affects everyday life to some extent, it does not, in any way, restrict their lives or their dreams and ambitions. The managing director continues: “Lumy is close to our hearts, just as much as the very best care for the smallest members of our society. This is why, as part of TRACOE *kids*, we provide helpful information and tips from experts, especially for parents, who very often assume responsibility for the nursing and care of their child, and are on hand to answer any questions they may have, so that they know they are not alone. Because our motto “Quality by People for People” also applies here, of that there is no doubt”.

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



The TRACOE product group *vario* recorded strong growth in the first half of the year.



Lumy, the new mascot of the TRACOE product group *kids*.



Lumy, shown here with Dr. Thomas Jurisch and Rimm Elfu, is intended to reassure parents and children with tracheostomy tubes.

About TRACOE medical GmbH:

TRACOE medical GmbH, headquartered in Nieder-Olm (Rhineland-Palatinate, Germany), 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 275 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 / medium-sized businesses and is today managed by the family's third generation. The managing directors are Dr. Thomas Jurisch and Rimm Eifu.



Other Information

Deutscher Pressestern®
Bierstadter Straße 9 a
65189 Wiesbaden, Germany
www.deutscher-pressestern.de

Benno Adelhardt

Email: b.adelhardt@public-star.de
Tel.: +49 611 39539-20

Caroline Wittemann

Email: c.wittemann@public-star.de
Tel.: +49 611 39539-22