
Perfect synergies, global growth strategy: TRACOE medical becomes part of Atos Medical from Sweden

- » Company shares of the tracheostomy expert from Nieder-Olm sold to world market leader in laryngectomy as of October 1, 2021
 - » TRACOE shareholder Stephan Köhler: „Change of ownership important step for next growth leap“
 - » Complimentary portfolio and opportunities across the companies – no changes to current operations
-

(Nieder-Olm/Malmö, October 2021) – Strategic cooperation, further internationalization, planning security and healthy growth: The medical technology manufacturer and expert for tracheostomy tubes TRACOE medical, headquartered in Nieder-Olm, becomes part of the world's leading manufacturer of laryngectomy products, Atos Medical from Malmö. With effect from October 1, 2021, the XTR Group, led by sole shareholder Stephan Köhler, has sold its entire shares to the Swedish company in order to set the course for a successful future. Stephan Köhler: „When my grandfather founded TRACOE medical about 60 years ago, nobody could have imagined how well the company would develop over time. But it needs strong allies for the next step in its growth, which will inevitably involve resolutely conquering the markets in North America and Asia. I am therefore delighted that the unique opportunity has come up to pass the firm into the hands of an extremely successful international company whose portfolio perfectly complements ours and which is also an excellent fit for us in terms of culture.“

TRACOE[®]

Atos

Breathing–Speaking–Living
atosmedical.com



TRACOE medical is part of Atos Medical. In the photo from left to right: Dr. Thomas Jurisch (TRACOE), Britt Meelby Jensen (Atos), Christian Zischek (Atos), Dorthe Rønnau (Atos), Rimm Eifu (TRACOE).



Stephan Köhler, Partner of TRACOE medical



Britt Meelby Jensen,
CEO Atos Medical

Britt Meelby Jensen, CEO of Atos Medical: “TRACOE medical is best-in-class in the production of high-quality tracheostomy tubes and other innovative technical medicine products and has first-class production facilities and excellent employees. I am therefore very excited to join forces with TRACOE medical and together we are strongly positioned for a strong future and to serve our customers even better than today.”

The signing between TRACOE medical and Atos Medical, which employs 850 people in 22 offices worldwide, took place at the end of August, the closing on October 1, 2021. The parties have agreed not to disclose the purchase price. With the agreement, all companies of the TRACOE medical Group – including, besides TRACOE medical Germany, Kapitex Healthcare, MC Europe and TRACOE Austria – were transferred to Sweden based Atos Medical. The company buildings and production facilities in Nieder-Olm were also acquired by Atos Medical. Dr. Thomas Jurisch, Managing Director of TRACOE medical, which currently holds 13 patents, has a further 12 patents pending and sells its portfolio in 90 countries: „In Atos Medical we have found a strong and reliable partner with whom we can work together as equals to strategically develop the future of our companies. We will benefit strongly from each other’s experience, which will certainly help us move forward and gain important market share.“ Egil Madsen, CFO of Atos Medical, added: „TRACOE medical is a highly profitable and well managed medical technology company that lives up to its claim ‚Quality from People for People‘ in all aspects. The outcome of our due diligence was very convincing and we are very happy with the ‚perfect match‘ between our companies.”

Complementary product portfolios of two premium brands

TRACOE medical, with around 300 employees in Germany, the UK, the Netherlands and Austria, offers highly innovative medical technology products for tracheostomy and laryngectomy, both for clinical needs and for the homecare segment. The company is particularly strong in the area of tracheostomy products for use in hospitals, however. Atos Medical, on the other hand, which has its German headquarters in Troisdorf (North Rhine-Westphalia), is particularly well positioned in the laryngectomy sector and has a strong market position in the homecare segment. Rimm Elfu, Managing Director TRACOE medical: „Our companies have complementary product segments and strengths. The overlap in the customer segment, the strong global presence and the financial background of the new parent company provide the opportunity to accelerate the achievement of the company’s own ambitious goals for the coming years. These include increasing production capacity, expanding sales and optimizing all processes for dealers, as well as gaining market share in the key US market.“ At the same time, Atos Medical is achieving one of its core goals with TRACOE medical: to become a world leader in tracheostomy.



Dr. Thomas Jurisch, Managing Director and Speaker TRACOE medical



Egil Mølsted Madsen, CFO Atos Medical



Rimm Elfu, Managing Director TRACOE medical



Dorthe Rønnau, Senior Vice President HR & Communications Atos Medical

[read more >>>](#)

Similar corporate cultures

The Nieder-Olm-based company and its partner from South Sweden are also an excellent fit culturally. CEO Britt Meelby Jensen, for example, puts enormous value on training and development as well as employee engagement – based on an open working environment, a high degree of diversity including women in management positions, as well as personal development opportunities for the entire team. Dorthé Rønnau, Senior Vice President HR & Communications at Atos Medical: „TRACOE is a very well managed company with an incredibly positive spirit. I am sure that we will inspire each other and both companies will receive important new impulses from each other.“

New opportunities through partnership

The agreement will not impact the employment of employees, and the company will maintain a strong manufacturing footprint both Sweden and Germany. Dr. Thomas Jurisch: „TRACOE will remain TRACOE, and teaming up with Atos Medical will unlock countless new perspectives and opportunities, which will benefit our customers. And we are looking forward to that – together with our new colleagues from Atos Medical.“

More information on the entire TRACOE brand portfolio is available on the [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 one of the leading developers and manufacturers 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 about 300 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 and for three times already has been voted one of the top 100 German medium-sized companies. As of fall 2021 the company is part of the Atos Medical Group.

About Atos Medical:

Atos Medical develops and sells medical devices that improve quality of life for patients living with a neck stoma. With a world leading position in Laryngectomy care, Atos Medical serves the needs of people with chronic neck stoma in over 75 countries. Atos Medical was established in 1986 and is headquartered in Southern Sweden.



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