

## **Press release**

*Ulm, 28. July 2022.*

### **Ulrich Medical starts direct sales of its spinal implants in France**

**Ulrich Medical France SAS, the subsidiary of Ulm-based medical technology manufacturer Ulrich Medical, is expanding its product portfolio: its spinal systems have been on the market in France since the beginning of 2022. From June 2 to 4, 2022, Ulrich Medical presented itself for the first time at the Congrès SFCR (Société Française de Chirurgie Rachidienne) and introduced the products to the French professional audience.**

Surgeons and clinics in France now have the opportunity to purchase the spinal systems developed and produced in Germany directly from Ulrich Medical France. The continuously distractable obelisc vertebral body replacement and the special two-in-one ADDplus solution, which combines a vertebral body replacement and plate in a single system, are in particularly high demand among French physicians. The company also scores with its cosmicMIA and uCentum rod-screw systems.

#### **Additional sales manager for economic expansion**

Ulrich Medical France has already been selling the German parent company's contrast agent injectors in France since 2017. After successfully establishing itself in this product area, the company is now tackling the nationwide distribution of its spinal systems. "France is strategically very important for us as the second largest medical technology market in Europe. The expansion of our product portfolio to include spinal systems is thus a further step that clearly demonstrates the great importance of our French subsidiary for us," emphasizes Klaus Kiesel, Chief Executive Officer of Ulrich Medical. With the start of sales of spinal implants in France, Ulrich Medical France is also increasing its personnel:

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Philippe Le Berre is the new sales manager for this area and is available to clinics and surgeons as a direct contact in all matters. Le Berre already brings more than 20 years of professional experience in the field of spine surgery. "We are very pleased to have Philippe Le Berre join us. Together we will establish Ulrich Medical's spine systems in France and thus continue our successful growth," said Mohamed Taib, Managing Director of Ulrich Medical France SAS.

For more information, visit [www.ulrichmedical.fr](http://www.ulrichmedical.fr).

((Preface & body text: approx. 2,243 characters, including spaces))

### Product overview

Product Name	Product Information
ADDplus	<ul style="list-style-type: none"> <li>• Distractable vertebral body replacement with fixed plates for the ventral, cervical and cervicothoracic spine</li> <li>• Vertebral body replacement and cervical plate in one system</li> </ul>
cosmicMIA	<ul style="list-style-type: none"> <li>• Dorsal dynamic stabilization of the thoracic to sacral spine</li> </ul>
obelisc	<ul style="list-style-type: none"> <li>• Distractable vertebral body replacement for the ventral, thoracic and lumbar spine</li> <li>• Round, oval and angular attachments for flexible patient adaptation</li> </ul>

### About ulrich medical

ulrich GmbH & Co. KG, ulrich medical for short, develops, produces and distributes spinal systems and contrast medium injectors. The family-owned company, founded in 1912, will celebrate its 110th anniversary in 2022 and employs a total of around 500 people at its headquarters in Ulm and its two subsidiaries in France and the USA. While the products are used worldwide, the medical technology company focuses on "Made in Germany" quality, making it one of the few in the industry that consistently develops and manufactures its products in Germany. ulrich medical successfully underwent an MDR audit in January 2020 – as one of the first medical

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technology manufacturers in Germany. In addition, the F.A.Z. Institute named Ulrich Medical one of the "Innovation Leaders of Germany 2020".



**Youtube-Channel:** <https://www.youtube.com/user/ulrichmedical>

### Pictures:

(Attention, screen resolution only. Request print resolution at [ulrichmedical@pr-hoch-drei.de](mailto:ulrichmedical@pr-hoch-drei.de).)



**Bild 1:** These and other of the spinal systems developed and produced in Germany are available directly from Ulrich Medical France.

Bildnachweis: Ulrich Medical

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