

## Press release

*Ulm, 24. September 2024*

### **Ulrich Medical founds subsidiary in Spain**

**Ulrich Medical continues its international growth course and establishes a subsidiary in Spain. This step is an important milestone for the medical technology manufacturer, which already has an established market share of 30 percent in the field of contrast media injectors in Spain. The new subsidiary will be responsible for the direct support and sales of this product unit and will further exploit the existing growth potential.**

EuroAutomation, Ulrich Medical's loyal trading partner in Spain for many years, was looking for a successor for its injector business and is transferring the product division to the newly founded subsidiary Ulrich Medical España as part of an asset deal. Klaus Kiesel, Chief Executive Officer of Ulrich Medical, acknowledges the consistent performance: "Our partner in Spain has installed a considerable number of contrast media injectors over the years and thus contributed significantly to our success in Spain." The double-digit growth of recent years is now to be built on with direct customer contact.

### **Presence in the fourth largest medical technology market in Europe**

The new subsidiary strengthens Ulrich Medical's international presence and underlines its commitment to further international growth. "The establishment of our Spanish subsidiary is another important component of our growth strategy. The Ulrich expertise from Ulm combined with the many years of experience of our Spanish team will help us to further expand our market share in this important medical technology market and in Europe as a whole," explains Friedrich von Rechteren, Managing Director at Ulrich Medical. The company was founded on July 10, 2024, and sales under Ulrich Medical España will start on October 1, 2024. The company was able to win Christophe Martinez as the new Managing Director, who, as the previous Sales Manager of Ulrich



## Press release

Medical France, has extensive experience in the injector business and is now driving the growth of the new subsidiary Ulrich Medical España.

For more information, visit <https://www.ulrichmedical.com>.

*((Preface & body text: 2.053 characters, incl. spaces))*

### About ulrich medical

ulrich GmbH & Co. KG, ulrich medical for short, develops, produces and distributes contrast media injectors and spinal systems. The family-owned company, founded in 1912, employs a total of around 600 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. The F.A.Z. Institute named ulrich medical 2023 one of Germany's "Innovation Leaders" for the fifth time in a row.



<https://www.linkedin.com/company/ulrich-medical/>



<https://www.youtube.com/user/ulrichmedical>

## Press release

### Pictures:

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



**Picture 1:** The contrast media injector for MRI Max 3 provides syringe-free operation and enables a higher patient throughput.



**Picture 2:** The CT motion SPICY contrast media injector allows fast and efficient work.

Bildnachweise: ulrich medical

### In case of any queries, please contact:

ulrich medical

Buchbrunnenweg 12

89081 Ulm

Isabelle Korger

Telefon: +49 731 9654-103

E-Mail: [i.korger@ulrichmedical.com](mailto:i.korger@ulrichmedical.com)

### Press contact:

PR hoch drei GmbH

Turnhallenweg 4

79183 Waldkirch

Ramona Riesterer

Telefon: +49 7681 4922511

E-Mail: [ulrichmedical@pr-hoch-drei.de](mailto:ulrichmedical@pr-hoch-drei.de)