

Press release

Ulm, June 27, 2025

Ulrich Medical: Double award for excellent brand management

Ulrich Medical is delighted: the medical technology company received two awards at the German Brand Awards ceremony in Berlin on June 26, 2025 - for its brand strategy and for its website.

Both awards recognize the strategic and creative excellence of the recent brand relaunch. Under the heading "Excellence in Brand Strategy and Creation", the consistent repositioning of the brand was honored in detail with the win in the "Brand Strategy of the Year" category. In addition, the development of the new corporate design and the high-quality implementation on the new website were awarded the prize in the "Brand Communication - Web & Mobile" category.

Sabine Kaldasch, Project Manager Marketing and responsible for the brand process at Ulrich Medical, says: "With the repositioning of our brand and the revised corporate design, we are clearly demonstrating what we stand for: reliability, performance and passionate commitment. The double award is a special confirmation for us - it recognizes the outstanding teamwork and the great commitment of all those involved, who have accompanied this brand process with a great deal of personal dedication and care." The Ulrich Medical marketing team is particularly pleased about the award for the new website: "The website is often the first point of contact with the company. With the relaunch, we have created a central digital touchpoint that underlines our brand values through modern web design, high functionality and excellent service," explains Tanja Feldmüller, Global Director Marketing & Sales Enablement at Ulrich Medical. The jury's statement on the website reads: "Particularly noteworthy are the interactive functions, which not only facilitate accessibility, but also allow the brand to be experienced in an authentic and relevant way. This digital platform sets standards in the combination of functionality and emotional brand loyalty."

Success with first participation

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Participating in the German Brand Award was a first for Ulrich Medical - with immediate success. The award is one of the marketing prizes with the widest reach in the German-speaking world and is becoming increasingly important internationally. Over 1,200 submissions from a wide range of industries were evaluated by an independent, renowned jury in 2025. The decision criteria included brand impact, differentiation, target group relevance, degree of innovation and future viability. The award-winning website is available with a responsive design for all end devices at <https://www.ulrichmedical.com>.

The new brand positioning was developed together with ESCH. The Brand Consultants GmbH. The corporate design was created in collaboration with Buck et Baumgärtel UG, the texts with the support of PR hoch drei GmbH. Rrooaarr Interactive Solutions GmbH was responsible for the technical implementation of the award-winning website .

((Introduction & body text: 2,865 characters, including spaces))

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About ulrich medical

The ulrich medical group consists of the mother company ulrich GmbH & Co. KG and its subsidiaries in France, Spain and the USA. The internationally operating group develops, produces and distributes products for spinal surgery and radiology under the ulrich medical brand. Founded in 1912, the family-owned company employs over 650 people worldwide. While the products are used worldwide, the medical technology company focuses on quality “Made in Germany”, where the majority of development and production takes place. An additional development site in the USA creates proximity to the international markets for the innovative solutions. ulrich medical increased its turnover again in 2024 - for the 15th year in a row - and underlines its position as a reliable partner in the medical technology industry with this sustained growth.



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

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

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Image material:

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



Image 1: Ulrich Medical received two awards at the German Brand Awards ceremony - for its brand strategy and for its website.

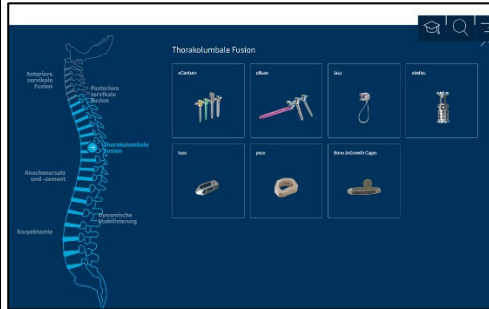


Image 2: An interactive spine shows the corresponding systems for the cervical, thoracic and lumbar spine at the click of a mouse on the new Ulrich Medical website.

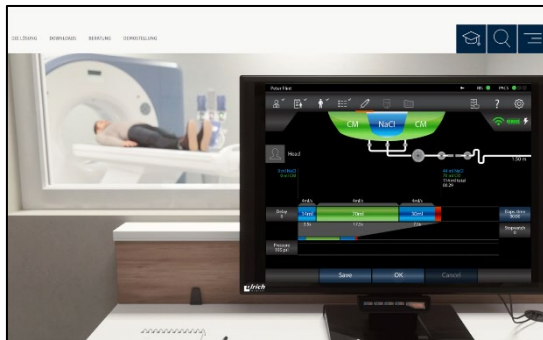


Image 3: The RIS/PACS interface of Ulrich Medical's contrast media injectors can be tried out on a virtual interface.

Picture credits: ulrich medical



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If you have any questions, please contact:

Ulrich medical

Buchbrunnenweg 12

89081 Ulm

Isabelle Korger

Phone: 0731 9654-103

E-Mail: i.korger@ulrichmedical.com

Press contact:

PR hoch drei GmbH

Turnhallenweg 4

79183 Waldkirch

Ramona Riesterer

Phone: 07681 4922511

E-Mail: ulrichmedical@pr-hoch-drei.de