



## Press release

*Ulm, August, 8<sup>th</sup>, 2024*

### **Reliable, high performing, dedicated: Ulrich Medical presents itself in a new look**

**Ulrich Medical has successfully completed its in-depth rebranding project. As part of this, the company website was completely redesigned. It is the central point of contact for the external presentation and offers user-friendly navigation and a wide range of exciting, modern information and functions.**

The brand message "dedicated to you." is a central element of the new website and digital presence. Visitors to the website now have the opportunity to immerse themselves in the world of Ulrich Medical. The brand and products can be experienced here in an emotional and authentic way. For example, there is an interactive spine that suggests the appropriate systems for the individual spinal segments at the click of a mouse. And in the area of contrast media injectors, medical professionals can try out the RIS/PACS interface for themselves via a virtual interface.

#### **Focus on corporate philosophy**

"As a reliable partner, we are passionately dedicated to better healthcare and offer high-performance products," says Tanja Feldmüller, Director Global Marketing and Sales Enablement. "Our new look and feel conveys this philosophy. And the new website is designed to guide our virtual visitors quickly and conveniently to the information they are looking for."

The new website can be accessed at the following URL:

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

((Preface & body text: 1.345 characters, incl. spaces))

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### 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.



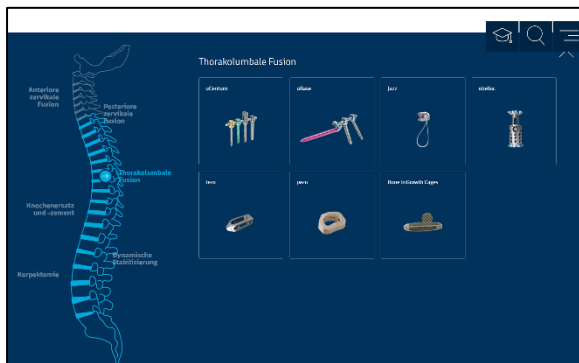
<https://www.linkedin.com/company/ulrich-medical/>



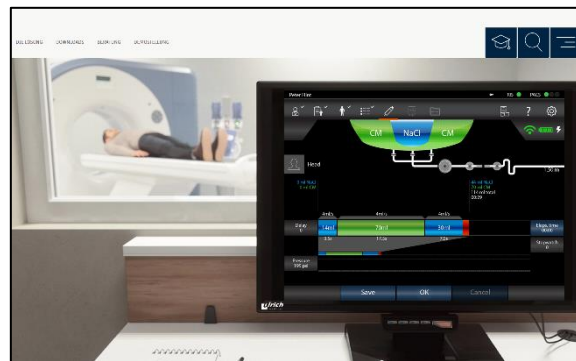
<https://www.youtube.com/user/ulrichmedical>

### Pictures:

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



**Bild 1:** On the new Ulrich Medical website, an interactive spine shows the corresponding systems for the cervical, thoracic and lumbar spine at the click of a mouse.



**Bild 2:** Medical professionals can try out the RIS/PACS interface of Ulrich Medical's contrast media injectors on a virtual interface.

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**Bild 3:** The corporate design of Ulrich Medical with the brand message "dedicated to you."

Photo credits: ulrich medical

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