

MEDARTIS® takes over the Australian distribution partner Energy Orthopaedics

MEDARTIS® is an international company headquartered in Basel, which offers solutions in the area of medical technology for surgical fixation, correction and reconstruction of extremities and facial skeleton. Today the company employs 180 people and has a worldwide presence with 8 subsidiaries and a broad distribution net.

Growth and expansion of MEDARTIS® in new geographical markets have characterized the last few years of the company. In the Australian and New Zealand market MEDARTIS® products are distributed through Energy Orthopaedics since June 1st, 2007. In the last 2 years Energy Orthopaedics was able to successfully expand its business in both these lucrative markets and obtain a notable market share. To achieve further business growth and sustained positioning in the market, it is now necessary to make larger investments in systems, staff and service. MEDARTIS® is undertaking this challenge and has decided to take over the current distribution partner Energy Orthopaedics through an 80% share. Hence, the strategy of having an independent presence in key markets is consistently pursued.

The new Medartis Pty Ltd., with headquarters in Brisbane, became operative May 20th, 2009. With an experienced team of 17 employees and the close collaboration to key opinion leaders in Australia and New Zealand, Medartis Pty Ltd. will strongly drive forward the evolution in these two markets and strengthen its market position. With this move MEDARTIS® is undertaking another significant step to achieve the expected growth.

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