



## **"Stronger together" - MEDISANA and HoMedics are aiming for market leadership in Europe**

*Neuss, September 1, 2017.* In order to be able to achieve even more internationally, MEDISANA AG has established a sales and brand cooperation for the main European countries in April of this year with HoMedics, who is one of the best known and most innovative brands in the sectors of health, wellness and consumer electronics as well as an international market leader in the massage industry. MEDISANA, as the leading specialist in the home health and care market, will take over the exclusive sales of the HoMedics brand products in the so-called DACH countries Germany, Austria and Switzerland. In turn, HoMedics will distribute MEDISANA products in the UK, Ireland and Italy.

Ralf Lindner, chairman of MEDISANA AG, is convinced of the dual brand cooperation success: "Through this collaboration, we are able to bundle sales capacities and elevate at the same time synergy effects that both partners can equally participate in." It is intended to expand the sales cooperation in the medium term to other countries. Together, both companies are striving for market leadership in Europe.

Under the motto "Stronger together", MEDISANA and HoMedics will jointly showcase product innovations and bestsellers from the existing product portfolio at the IFA 2017 on a trade fair booth floor space of 255 m<sup>2</sup>. They can be found in Hall 6.1, trade fair booth 103.

MEDISANA is the leading specialist in the Home Health-Care market. For over 30 years, the company from Neuss has been committed to people's health under the slogan "Innovation Based On Tradition". MEDISANA is a pioneer in the mobile health management trend and delivers future-oriented products for modern everyday life in an increasingly networked world. MEDISANA develops, markets and sells products in the categories of mobile health, health control, sports, wellness, therapy, healthy home, personal care and kitchen scales for health-conscious consumers around the globe.

HoMedics is one of the best known and most innovative brands in the sectors of health, wellness and consumer electronics. The company was founded in 1987 as a manufacturer of massage devices for home use in the USA, and is now market leader in the massage industry. The HoMedics brand portfolio

includes amongst others the brands HoMedics, The House of Marley, Salter, Sol Republic as well as JAM and HMDX Audio. The family-owned company sells its innovative products of the segments wellness and personal care, kitchen appliances as well as consumer electronics in more than 90 countries in America, Asia, Europe, Africa and the Middle East.

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