

Getinge establishes new brand structure and becomes a single brand company

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In order to better convey the customer offering and further strengthen the leading position, Getinge now approaches customers with a total portfolio that accumulates all inherent equities of current brands within one single brand – Getinge.

The Getinge Group's rapid growth, mainly through acquisitions, over the last 25 years has built up an extensive brand portfolio with brands like Maquet, Lancer, Atrium and more. In line with the ongoing company transformation, Getinge now takes the next step to unify its offering under the Getinge brand.

All the group's products will carry the Getinge logo in the future. The redesigned company logo is accompanied by a new identity and tonality that contribute to reinforcing the customer-centric face of Getinge. Some of the current brands within the Getinge Group, such as Maquet, will become product family names under the Getinge master brand.

"Unifying the company under one brand is in line with our ongoing transformation program that aims at making Getinge even more market and customer-centric. The single brand approach will also continue to reinforce our position as a leading global medtech company," says Joacim Lindoff, Acting President & CEO at Getinge.

For further information, please contact

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About Getinge

Getinge is a global provider of innovative solutions for operating rooms, intensive-care units, sterilization departments and for life science companies and institutions. Based on our first-hand experience and close partnerships with clinical experts, healthcare professionals and medtech specialists, we are improving the every-day life for people, today and tomorrow.