



## **PRESS RELEASE**

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### **Infiana Joins MD&M West as First-Time Exhibitor**

#### **Specialty films manufacturer presents tailored customer solutions for the health care market at leading trade show for medical technology**

The MD&M West trade show takes place from February 6th to 8th in the Anaheim Convention Center in California, and is the largest event of its kind for medical technology designers and manufacturers. Infiana will be exhibiting at Booth 672 in Hall E.

#### **A “toolkit” for tailored film solutions**

In its first appearance at the MD&M West, Infiana shows off its unique “toolkit” of service offerings. “Our ‘toolkit’ allows us to create a tailored release film solution for each of our wound and stoma care customers. We provide individualized combinations of films, silicones, curing methods, and diverse coatings and embossing designs, creating optimal release properties,” explains Sonja Haug, Vice President Health Care at Infiana.

#### **Closer to customers through numerous innovations**

This “toolkit” is part of Infiana’s larger Collaborate + Innovate concept. “Our goal is to become involved in our customers’ development processes as early as possible. This allows valuable ideas to be created and discussed even in the first stage of development. We have a wealth of experience and significant expertise when it comes to solving specific issues. This results in shorter development timeframes and gets products to market faster,” adds Sonja Haug. A goal that has paid off, as Infiana’s innovative approach has not gone unnoticed; the specialty film manufacturer has already received numerous honors for its work, including the Marcum Innovator Award. “We supply the market leaders in the health care industry, and they have relied on the quality of our specialty film solutions for many years,” concludes Sonja Haug.

**About the Infiana Group:**

The Infiana Group develops and produces engineered and innovative films for the consumer market and industry. The Group employs about 800 people at its three sites, located in Forchheim (Germany), Malvern (USA) and Samutsakorn (Thailand). Infiana serves the Personal Care (film products for packaging of hygiene items), Health Care (release films, process films and films for packaging), Building & Construction (release films and surface films), Composites (release films and process films), and Pressure Sensitive (silicone-coated release films) markets.

More information can be found online at [www.infiana.com](http://www.infiana.com).

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