

## Press release

Gothenburg, Sweden, May 4, 2021

### **Getinge Customer Experience Center to open in Frankfurt, Germany**

**Getinge is opening a Customer Experience Center in Frankfurt, Germany. The initiative is part of the company's continuous strive to interact with and support customers and society at large.**

“During the COVID-19 pandemic we have developed several new ways to virtually interact with our customers”, says Carsten Blecker, Chief Commercial Officer at Getinge. “However, once the pandemic will pass, we also see a need to continue being accessible and close to our international customers. Therefore we have decided to create a European Center for customers where we can display our products and solutions, offer training and exchange knowledge and ideas”.

The new Customer Experience Center will be placed at Gateway Gardens in Frankfurt, Germany and will replace Getinge's current one in Rastatt, Germany. The location, which is an internationally known hub, has been chosen for easy access for German and international customers.

“Over the years, we estimate that thousands of customers and other guests have visited our existing Customer Experience Center in Rastatt”, Carsten continues. “We are very proud of our history in Rastatt and also how the Customer Experience Center has operated and developed during the years. We will now focus our operations in Rastatt on operating tables and cardiopulmonary hardware products, so the move becomes a natural step for us”.

The new Customer Experience Center in Frankfurt is estimated to open end 2021. For all Getinge customers, the company also offers to step inside Getinge Virtual Hospital.

Links:

[Step inside our Getinge Experience Center](#)

[Getinge Experience Centers](#)

[Getinge Virtual Hospital](#)

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**About Getinge**

With a firm belief that every person and community should have access to the best possible care, Getinge provides hospitals and life science institutions with products and solutions that aim to improve clinical results and optimize workflows. The offering includes products and solutions for intensive care, cardiovascular procedures, operating rooms, sterile reprocessing and life science. Getinge employs over 10,000 people worldwide and the products are sold in more than 135 countries.