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## ***ulrich medical* USA<sup>®</sup> Enters U.S. Tourniquet Market**



### **Expands Current Product Portfolio to Create New Hospital Devices Business Unit**

ST. LOUIS, MO (March 6, 2014) - *ulrich medical* USA, Inc., announced today the creation of a new U.S. hospital devices business unit with the release of innovative, high-tech pneumatic tourniquet devices. *ulrich medical* Inc., the German parent company of *ulrich medical* USA, is the current market leader in Germany for tourniquet technology, and this product launch marks their introduction into the U.S. tourniquet market.

Two tourniquet devices will be marketed in the U.S. under the trade names of *heidi*<sup>™</sup> and *elsa*<sup>™</sup> that feature either single or dual channel capabilities, and incorporate a unique touch screen control panel for quick and easy user interface. In addition, the optional built-in printer provides automatic recording of all relevant data from each application. The devices can operate for up to eight hours from an internal battery if desired or in the event of a power loss. Complete lines of disposable and reusable cuffs are also available, including a cuff for intravenous regional anesthesia (IVRA) applications when needed.

"*ulrich* has built a strong reputation in the U.S. for high quality, state-of-the-art spinal implant systems, and we are very pleased to now be expanding our sales efforts to include tourniquet products," said Erika Laskey, Vice President of Sales and Marketing, *ulrich medical* USA. "Our company has an unparalleled legacy of success spanning over 100 years as a family-owned and operated business. We have experienced explosive growth in recent years with our German-engineered and manufactured spinal implants, and we are looking forward to expanding our enterprise into new medical technology markets in the U.S. health care sector," added Laskey.

*ulrich medical* USA will be exhibiting at two upcoming national trade shows; the American Academy of Orthopaedic Surgeons (AAOS) Annual Meeting in New Orleans (3/11/14-3/15/14) and the Association of periOperative Registered Nurses (AORN) Surgical Conference & Expo in Chicago (3/30/14-4/2/14). The new tourniquets will be on display in the company's booth at both of these shows. Additional information can be found on the company website at [www.ulrichmedicalusa.com](http://www.ulrichmedicalusa.com) under the heading of "Hospital Devices."

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#### About *ulrich medical* USA, Inc.

*ulrich medical* USA, Inc. is a privately-held subsidiary of *ulrich medical*<sup>®</sup>, an innovative medical technology company headquartered in Ulm, Germany which is celebrating its 102<sup>nd</sup> year in business in 2014.