



**CHRISTOPH ULRICH AND KLAUS KIESEL** SUCCESSSTORY NO.6

## ulrich medical

“... what drives us: the fascination and enthusiasm for medical technology.”

“What started in 1912 with a workshop for medical technology and orthopedics is an internationally successful company for innovative medical technology today. Because for more than 100 years, we have shown innovative strength and the courage to change. We have adapted to the markets and have produced what customers need.” This is how CEO Klaus Kiesel characterizes a part of ulrich medical’s success story. For more than 20 years, he has promoted sustainable corporate growth of the family-owned company in Ulm, at first, together with Heinrich Ulrich, the grandson of the company’s founder. Since 2009, Kiesel has worked together with Ulrich’s son Christoph Ulrich who is now the fourth generation to lead the company.



Behind innovative inventions, their implementation and the companies that create them, there are always people with a passion for progress and development, who make these things their life-goals. They have the urge to turn ideas into reality, to improve on existing conditions, in the world in general and in their own lives.

Like every family-owned company, ulrich medical also faced the challenge of a succession plan. The top priority was to safeguard the company over the long term and ensure continuity of the leadership. However, the company had a suitable successor early on in Christoph Ulrich who, because of his professional career, was very familiar with the industry and the company. For this reason, the transfer of the business operations was able to be planned for a long time and it proceeded smoothly.

The newly formed dual leadership was in agreement with regard to further business development. "What is important is a long-term strategy which focuses on the sustainable development of sales and earnings as well as corporate growth," summarizes Christoph Ulrich.

Today, ulrich medical demonstrates its competence in five market segments: Surgical instruments for a wide variety of surgeries and medical examinations, implants to treat spinal injuries and diseases, contrast media injectors for CT and MRI as well as tourniquets. Since the end of 2015, implant systems for foot surgery have augmented the product portfolio. The products are sold worldwide. For more than 10 years, internationalization has been heavily promoted. The export rate now stands at more than 60 percent.

"We make a quality promise with our products. We rely on our own development and production and by now, we are one of the few companies in the industry which still develops and produces in Germany," explains Christoph Ulrich in regard to yet another success factor. In 2006, an investment was made in the construction of a production and management building at the site as well as in the most modern production technologies. Today, 10 years later, the company's success can also be seen in the number of employees. In the last five years alone, this number increased by 20 percent. ulrich medical now employs a total of more than 300 employees. "Yet this success requires space. For this reason, our prior warehouse is currently being fully converted into new office space which will offer enough room in the future for additional workspaces," explains Klaus Kiesel.

ulrich medical is pursuing ambitious goals. And one thing Klaus Kiesel and Christoph Ulrich agree on: "The growth rates achieved to date show that we are on the right path. We are proud of this continuous healthy growth and look forward to offering our customers advanced technology 'Made in Germany' in the future as well."

[www.ulrichmedical.com](http://www.ulrichmedical.com)

These people put their knowledge, passion, money and time into projects which then, ideally, meet with success. Concrete examples of success such as these are the best motivation!

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