

Press Release

May 1st, 2014

Premiere at OTWorld 2014

New Corporate Design for Streifeneder ortho production GmbH

„Rediscover us“ - this is the motto of this year's exhibition presentation of Streifeneder ortho production GmbH at OTWorld 2014 in Leipzig. From May 13th to May 16th, 2014, the company introduces their new corporate identity to the public and presents numerous innovations and new product releases during the most important exhibition of the orthopaedic sector in hall 1, booth C02a/D02.

„To meet the continuously changing orthopaedic business line with strong market presence, the visual image plays an important role“, explains Christian Walgenbach, general manager of Streifeneder ortho production GmbH. “With our new corporate design, we can show our brand values such as experience, quality and reliability; and at the same time prove our innovation capabilities and development competence“. The new modernized logo resembles the traditional signature of company founder Friedrich Georg Streifeneder from the old logo; and with the new figurative trade mark, the stylized Streifeneder-“S“, stands as new recognition mark for a highest level product- and service range.

Numerous innovations in all product areas will also be presented. In prosthetics, we focus on the re-launch of socket comfort. A special additive in silicone and gel with aseptic surface effect as well as anti-rotation control, provide very high wearing comfort and an even higher stability in Streifeneder's new liners. Besides the new prosthetic knee joint KINEGEN.air-active with especially wide flexion angle, we will also introduce our new components series with titanium alloy, approved for maximum weight of up to 175 kg / 386 lbs. An additional new introduction is an automatic exhaust valve for safe fixation of below-knee prostheses to the residual limb; which continuously produces a vacuum when the user stands up as well as during the stance phase.

In the field of foot wound care, Streifeneder ortho production GmbH presents new features of their successful therapeutic shoe series. The various types are equipped with slip-proof soles, which provide even more safety and stability to the user when walking and standing. Being a novelty, the foot relief shoe Mars S for heel wound care completes the extensive assortment. Further exhibition premieres are orthoses for immobilization of the shoulder joint and the thumb, as well as the innovative functional material for better breathability of the Max-Active-Support series.

Furthermore, Streifeneder ortho production proves their software competence with PRO.vision 3D, an update of the innovative motion analysis system PRO.vision 2D. Portable and very user-friendly, the system

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provides video-controlled, real-time motion analysis during walking and running. Equipped with two calibrated cameras, it is able to gather and process 3D-data, enabling the technician for example to calculate the hip rotation of a patient.

Professionals of orthopaedic- and orthopaedic shoe technology, who would like to gain qualified education, will find information on our comprehensive seminar program at the exhibition booth. With the new name “Streifeneder ortho training”, the Streifeneder educational centre offers numerous workshops, for example in resin lamination technology and scoliosis care as well as further silicone seminars. Our visitors can see and feel the high quality of materials right at the exhibition booth. With the new EpoxiPure, Streifeneder ortho production GmbH introduces an approved and customized epoxy resin for orthopaedic technology, which is especially suitable for lightweight, thin walled and at the same time stable constructions.

Beginning May 1st, 2014, much more information about the company and the extensive product- and service range can be found at the new corporate website www.streifeneder.com/op. A clear structure and slim menu navigation as well as convenient features such as an appointment calendar and download tool with product catalogues, brochures and videos promise best usability and user-friendliness. The website features a modern, open and flat design-oriented layout with clear divisions achieves the visual unity between print and web.

Facts about Streifeneder ortho production GmbH

- Medium-sized employer in Bavaria with 170 employees and presently 12 trainees
- Unlimited commitment to quality „Made in Germany“
- Extensive assortment of approx. 16.000 items; starting from machinery and workshop equipment to raw materials up to orthotics and prosthetic components
- Global Player by exports into more than 100 countries
- Company-owned training centre with gait lab and training workshop