



Medical quality meets
environment protection 4.0


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NATIONAL SALES

Quality products at fair prices are the key to success



The German health system is often subject to cuts. Slashed benefits and funds are part of the day-to-day business of health insurance companies. Although this situation is always a challenge for companies active in the healthcare sector such as Funke Medical AG, the medium-sized company based in Raesfeld successfully expanded its nationwide business last year.

Clear growth drivers were customers from the homecare sector, e.g. medical supply stores, as well as customers from the institutional sectors, clinics and nursing home corporations.

“Overall, it became very clear that we are ideally positioned: we have a market-oriented product portfolio at reasonable prices. This fact helped our committed sales staff to be so successful,”
explains Andreas Funke, CEO of Funke Medical AG.

Our biggest bestsellers were the GELSEAT® and XSEAT® decubitus therapy seat cushions and the Hyper Foam 2 decubitus therapy mattress – products that exemplify our excellent value-for-money ratio for retailers and health insurers. We recorded national growth rates of 20 per cent and international growth rates of 35 per cent in these product areas.

2019

INTERNATIONAL SALES

On track to becoming a global success brand



34 countries

Funke Medical AG is still on track to becoming a global brand in the healthcare sector. In addition to Germany, where the medical technology company is already one of the leading manufacturers of decubitus therapy systems and has a market share of more than 50 per cent, its market share grew significantly in the northern European countries of Sweden, Denmark and Iceland, in the overseas regions of Chile and Australia and in the Czech Republic. In New Zealand, 80 per cent of the products in this healthcare segment are made by Funke Medical AG.

In total, customers in 34 countries now use Funke Medical AG products, all supervised by sales organisations. Promising approaches with distributors in Indonesia, Kenya, Morocco and Egypt

were found through trade fair contacts (Rehacare, Medica) and in digital web meetings. Product listings with local authorities are partly in progress, but results require patience. Unfortunately, the pandemic phase caused by COVID-19 leads to considerable delays.

Nevertheless, distributors could be found in Argentina and Thailand. The medical device manufacturer from the Muensterland region was able to win over one of the largest importers of medical products for intensive and long-term cooperation.

For all its global exports, the company is focussing on products for decubitus therapy.

Our customers in South Africa, Namibia, Botswana and Zimbabwe also appreciate the excellent material quality, the special product properties and the additional service we provide. Plans for tapping more African countries are already in the pipeline.

In the context of trade potential, Ukraine is the country we are planning on exporting to next.

*“We’re lucky to have our **Sales Director Helmut Wessels** – he is a real asset when it comes to international business. He has turned his passion, travelling, into his profession. And that’s something you notice right away: no matter where he goes, he is always well-prepared for exploring the country and interacting with its people. It is therefore no surprise that orders tend to come in immediately after he has visited a new country,”*
says Andreas Funke about his fellow board member.

Market share of more than
50 percent



The executive board of Funke Medical AG consists now of **four members**




Christian Maruhn
- CTO -

In August 2020, Funke Medical AG saw a lot of personnel changes. Christian Maruhn, for instance, the long-standing technical director of the medical device manufacturer, has become a member of the executive board and is now responsible for technical projects and queries.

Maruhn, production technologist and technical business economist, has been with the company for more than ten years and is thus ideally suited for the wide range of tasks he will be faced with on the four-person management board.

Concentrated know-how and interesting careers

Another new member on the management team is **Hendrik Bertmaring**, who has taken over from Mr Maruhn and is also responsible for the company's quality management.

As a natural scientist with subsequent further training as a Regulatory Affairs Manager for the highest approval level (Class III) of the European Medical Devices Directive, he has already gained several years of professional experience.

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“Mr Bertmaring is brim-full of concentrated know-how. He knows the rules for the approval of medical devices for many international markets, including Europe and Germany. That makes it much easier for us to sell our products worldwide and, of course, to develop and produce them accordingly,” CEO Andreas Funke explains the role of his new colleague. But Mr Bertmaring was not the only newcomer this year.

“

Ms Randa Al-Sibai has been with Funke Medical AG since August, and she has greatly benefited the company's marketing and product development department ever since. Meeting her was a lucky coincidence, says Andreas Funke. *"Ms Al-Sibai was a soon-to-be industrial management assistant, and I got to know her during her exam. She stood out thanks to her perfect, accent-free German and her extensive knowledge,"* explains Andreas Funke, who was on the IHK examination board that day.



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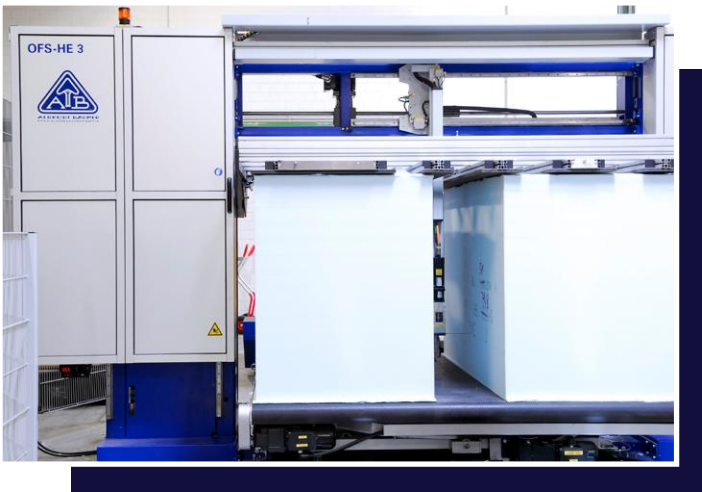
"After the exam, we got talking. Ms Al-Sibai's career impressed me. She was a medical student in Syria and fled to Germany in 2014. A year later, she wanted to take the exam in her home country – in Arabic. However, it was impossible for her to return because of the war. So, back in Germany, after having studied medicine for twelve semesters, she set out on a new career path and trained as an industrial management assistant."

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The combination of Ms Al-Sibai's two training paths is particularly relevant for product development and the future expansion of the Funke Medical Academy. Patricia Funke previously had the scientific responsibility for these areas. She is glad to be able to now rely on the skilled new partners Ms Al-Sibai and Mr Bertmaring. *"I am very happy to have the new colleagues on our team. Because friendly people with a scientific education and management skills help us and our brand advance,"* concludes Patricia Funke.



Investments pave the way for a **successful future**



Funke Medical AG stands for innovative and high-quality products. The key to the company's success is its great technical expertise. The ongoing investments in the latest production technologies also play a significant role. Last year, for instance, the company acquired new laser cutting equipment and another **CNC foam cutting system** for plant location 2. These are used for particularly difficult cuts.



“Good machinery is one thing. The other is to adapt the processes and logistics to the increasing demand. We have therefore expanded our logistics and added a new building. We invested a seven-digit figure into this expansion. Money well spent, because with these measures, we are ready to expand our production capacities and successfully implement our expansion plans,” explains Andreas Funke, CEO of Funke Medical AG.

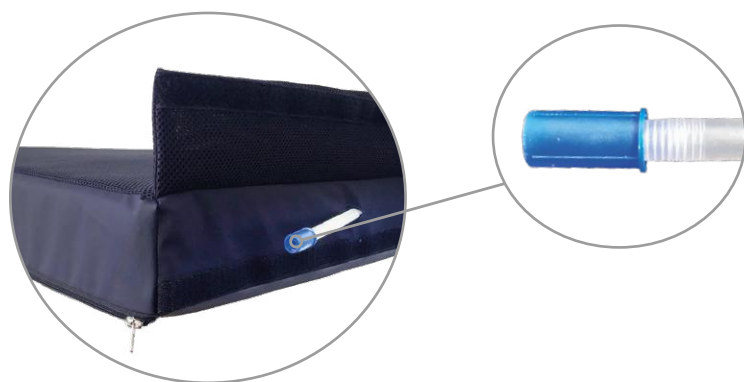
Naturally, the recently acquired technology will also contribute to the expansion of the product portfolio. *“The new machines underline our technical skills and, simultaneously, give us the potential to expand our range,”* says Funke, who is also known for staying up all night devising new product ideas.

THE ATHLETIC SEAT CUSHION

Due to our close affiliation with the wheelchair basketball scene and thanks to the many chats we have with players, Funke Medical AG knows exactly how important good seat cushions are for active wheelchair users. A particularly high level of comfort is required here. Because the seat cushion is subjected to different stress levels in sport, in leisure time and in day-to-day life. The **XAIR® hybrid** by Funke Medical AG offers this flexibility and provides consistently ideal seating comfort. Equipped with an **intelligent air cell function**, it was developed specifically for active wheelchair users.



- AIR-CELL SEAT CUSHION -
For active wheelchair users!

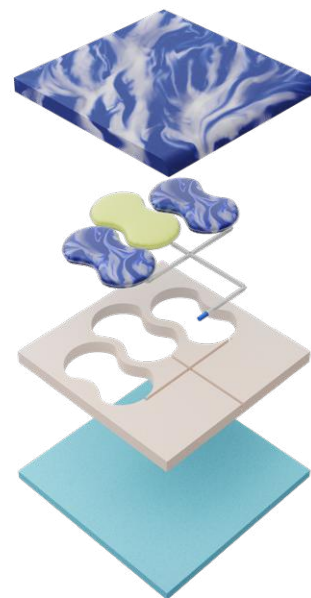


More Details:

The amount of air in the seat cushion can be individually adjusted with a special valve, so, wheelchair users can quickly and easily adapt their seat to **changing air pressure conditions**. The valve can be operated with just one hand. The air cushion **inflates automatically within a mere 30 seconds**, and no air pump is needed, unlike with many products by other manufacturers.

*Throughout the product development process, the Raesfeld-based company always takes the users' needs into consideration, e.g. the valve cap that cannot detach and fall down. Thanks to the **additional foam filling**, users do not have to fear ending up sitting on a flat cushion in case of deflation – this can be a problem with pure air cell seat cushions. The **hyper-elastic, three-layered foam core ensures optimum pressure relief** for the sacrum and ischium. Which is why the seat cushion can also be used for **geriatric purposes** (including stage 4, according to Prof. Seiler/EPUAP).*

FLEXIBLE, FEATHER-LIGHT AND HIGHLY FUNCTIONAL



Perfect pressure relief is just one aspect. Other factors are also important for wheelchair users, especially when doing sports: e.g. the weight of the seat cushion, its climate control properties and care requirements, as well as its grip during faster activities.

The XAIR® *hybrid* seat cushion is particularly **light** compared to similar products by other brands, and its practical handle is **ideal for transport** and positioning. **Waterproof yet breathable materials** create a healthy microclimate which, together with the cooling effect of the revolutionary **GELTOUCH®-technology**, counteracts strong perspiration. The **anti-slip** underside prevents the seat cushion from slipping in the wheelchair. In addition, the removable cover is washable at up to **60°C**.

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Quote:

„The new cushion is great!“

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is Breuer's verdict on the product, which has many advantages over other air-cell seat cushions.



A Breuer
Annabel Breuer
National player
-Wheelchair Basketball-

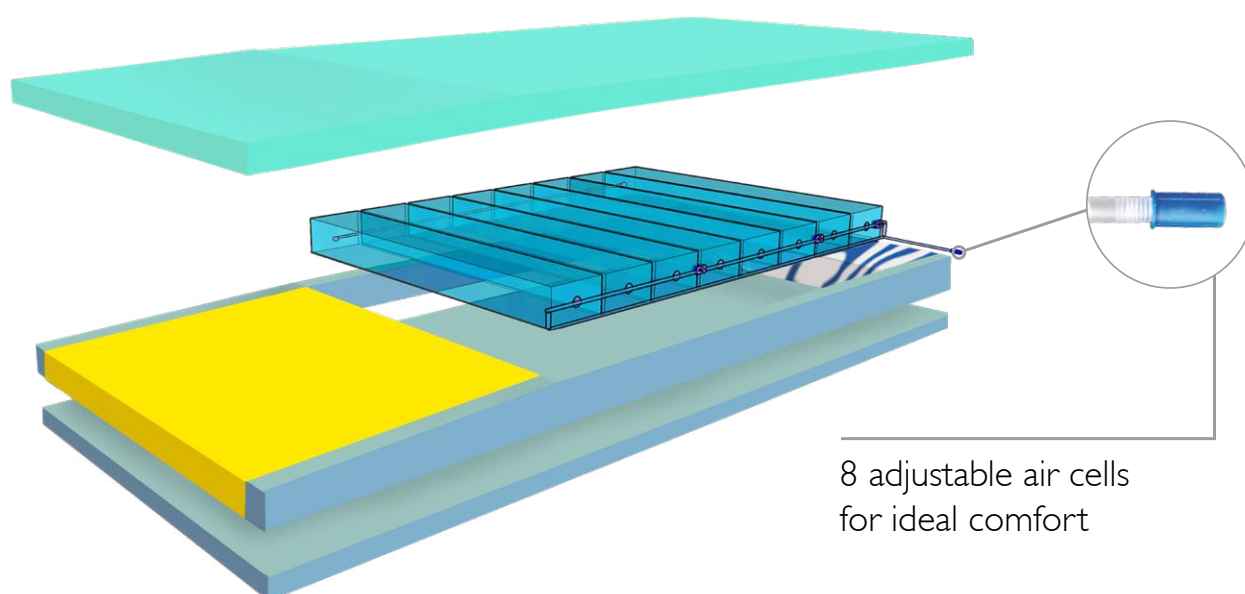
Air- / foam cell core for maximum comfort

The average consumer struggles to find the right mattress. If it does not correspond to your weight and body shape, your nightly rest can be severely compromised. And for people who are permanently bedridden, a comfortable solution is even more important. Because the risk of developing **pressure** ulcers is immense.


 **Hyper AIR® hybrid**

Funke Medical AG is a specialist in the field of decubitus therapy mattresses. The medical technology company is a pioneer in the field of pressure relief products and is successfully selling around the world. The business is thriving, as the current expansion plans show. The product portfolio is correspondingly large and offers the perfect solution for every level of care a patient needs.

The **Hyper AIR® hybrid** mattress is ideal for patients in nursing homes or in intensive care units in hospitals. Unlike decubitus therapy mattresses made of foam, this one uses an air / foam cell core surrounded by high-quality foam. This offers a particularly high level of comfort.



Adjustable air circulation for individual needs



*“What’s so special about this decubitus therapy mattress is the manually adjustable and then **self-regulating air circulation** that works without an electronic control. The highly effective pressure relief is based on a system with **eight air-cells**. With this development, we have made a technological leap towards a more customisable patient positioning system. Once set, the mattress is fully adapted to the **individual needs of a patient**,”*

explains Andreas Funke, CEO of Funke Medical AG. This is the technical basis of one of the latest patient positioning products in the portfolio. The five-year guarantee on the functional properties of the mattress core speaks for the high product quality.



 **Hyper AIR® hybrid**

— GREENLINE —

RESPONSIBLE CARE

Medical quality meets environment protection 4.0

We all know: the climate goals can only be reached if less CO₂ is emitted into the atmosphere. This can only succeed if a portfolio of sensible measures and sophisticated technologies is used around the world. With the **GREENLINE** product, Funke Medical AG is taking an effective approach to lowering CO₂ emissions in the manufacture of foam decubitus therapy mattresses.

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“Our idea was to offer a high-quality foam mattress that is significantly more climate-friendly to manufacture than a comparable decubitus therapy mattress. With **ECOLAST**[®] foam, a specially developed hybrid foam, we succeeded – an added bonus is that the mattress offers **greater functionality** in day-to-day use and **improved durability**,” enthuses Andreas Funke, CEO of Funke Medical AG.

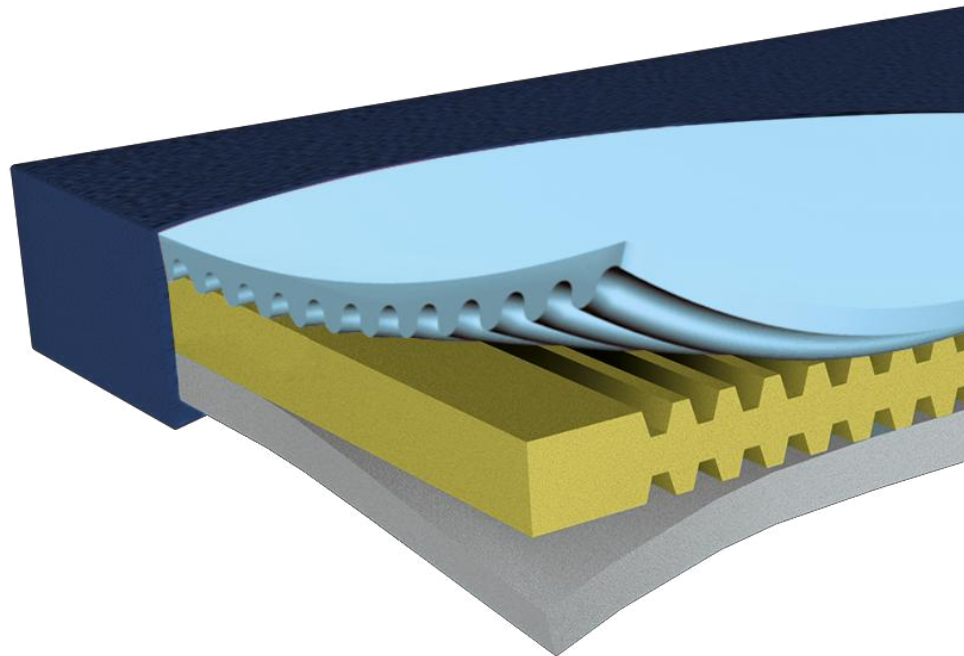
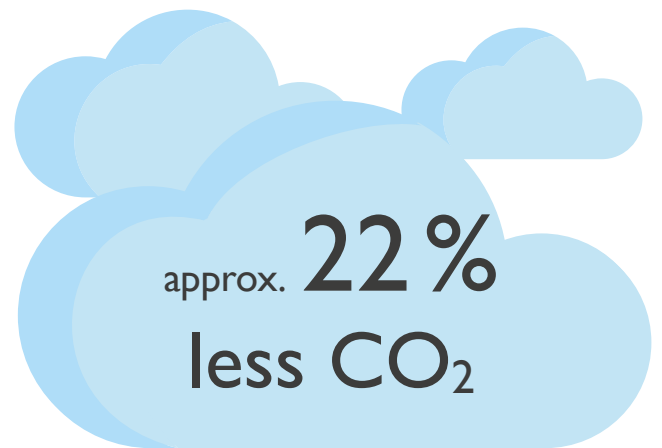
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Cutting-edge foam technology saves 350 tons of CO₂ per year

The **ECOLAST**® foam technology is based on a more open-cell structure and a lower material density compared to standard foams. As a result, the consumption of materials is also significantly lower: for the production of **GREENLINE** mattresses, for instance, we emit 22 per cent less CO₂ than for conventional pressure relief mattresses.

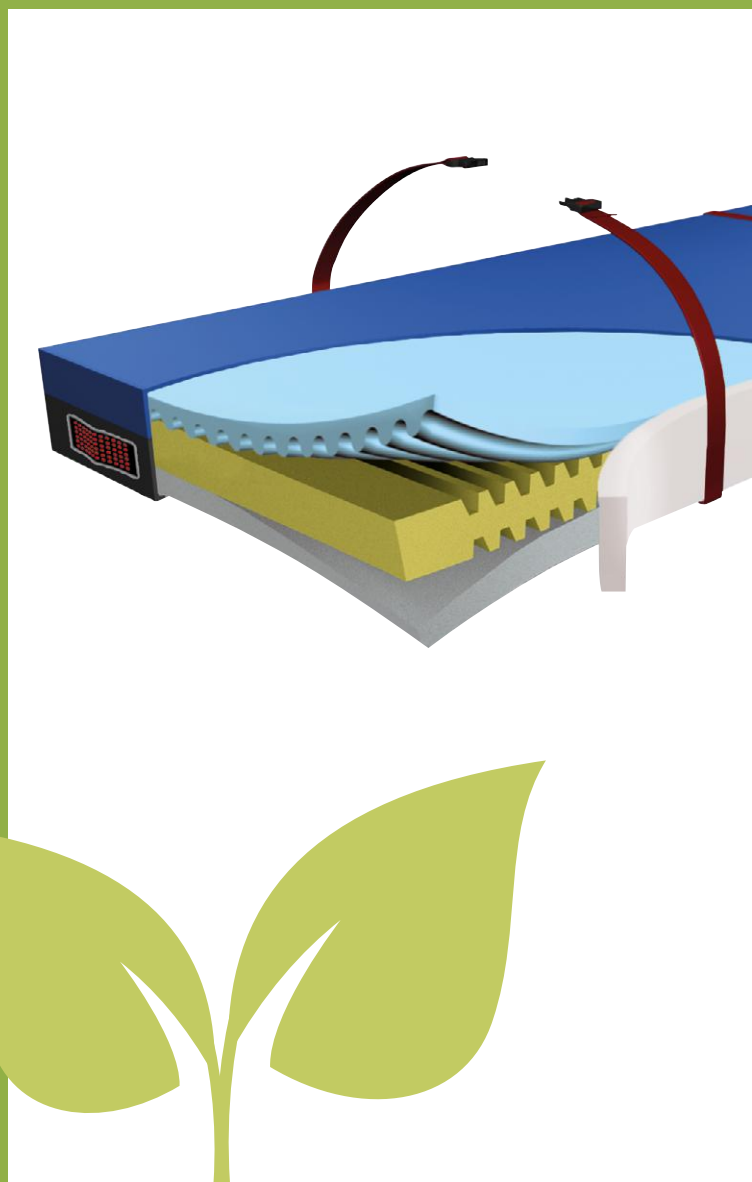
The aim is to produce 50,000 **GREENLINE** mattresses per year at the Raesfeld production site. With approximately 7 kg CO₂ less per mattress, we will save 350 tons of CO₂.

This is the equivalent to around 1.5 million km by car or 1,900 journeys in a mid-range car from Hamburg to Munich.



Compared to other foams, ECOLAST® foam is significantly more resistant to the effect of humidity and is also significantly more hard-wearing. Thanks to the improved air circulation in the more open-cell structures, the patient benefits from an ideal microclimate. This guarantees constant, optimum pressure relief, even with climatic fluctuations, for permanently bedridden patients with a high risk of developing who are cared for in a nursing home or in a clinic.

The resting and patient positioning product is available either as a pure decubitus therapy mattress or with the additional evacuation function.



“In both cases, we give a seven-year guarantee on the functional properties of the mattress core. That shows you how confident we are of the high quality of our well-thought-out product. And, at the end of the day, the durability of a mattress also contributes to environmental protection,”

explains Andreas Funke – clearly, the new GREENLINE has many advantages.

7 YEARS GUARANTEE

Innovative packaging for products and the environment

65%

OF OUR OWN ELECTRICITY NEEDS

Ecological responsibility is a matter of course for Funke Medical AG. It plays a central role in the production process as well as in the development of the company and its products. Since 2012, the medium-sized company has been using a photovoltaic system to generate electricity. Thanks to this technology, Funke Medical AG emits **approximately 130 tons of CO₂ less** per year than before. The GREENLINE decubitus therapy mattress has been added to the portfolio, the production of which saves around 350 tonnes of CO₂ annually compared to conventional foam mattress products.

Last year, the innovative medical device manufacturer took a closer look at environmentally friendly packaging. The company decided to implement two measures at once:

The packaging of all wheelchair cushions is now made of recycled material, and in the future, all packaging is to be converted to **resource-saving materials**.

The second measure was down to product development: the department succeeded in significantly reducing the use of foils while still packing items safely. As a result, Funke Medical AG is **saving 6 tons of film** per year, which is pretty impressive – this amount could cover around 9 football pitches.





Whether you are a **doctor, nurse or retailer** – when you are working with medical devices, it is particularly important to use patient aids correctly. Which is why Funke Medical AG has developed an innovative online tool for its customers that always keeps all instructions for use in all languages up to date.

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“For us as a global manufacturer of medical products, such user manuals are essential. We have therefore developed a browser-based programme that automatically and uniformly translates any changes to the instructions for use into all languages. If the user needs the instructions for use, they can access the latest version in their respective language via a website. The instructions for use can also be downloaded as a PDF,” explains Patricia Funke.

“

The digital and clear non-print solution complies with the legal regulations and meets the requirements relating to manuals for medical devices. This also means that every user can always make sure they are using the product correctly.

Funke Medical AG wins an “Oscar” in Health Communication

Friday, 13 September 2019, was a special day for Funke Medical AG: for the eleventh time, the sector’s highest accolade, the **Health Media Award for outstanding communication in the health industry** was presented. For their achievements in the “Digital Further Education in Health Care” category, board members Patricia and Andreas Funke received the Health:Angel, a sculpture designed by an Italian artist.

In addition to Funke Medical AG, numerous celebrities received the currently hottest communication prize in the healthcare sector, including Wolfgang Bosbach and Joe Bauch.

“We are proud to have joined the ranks of previous award winners, such as Doctors Without Borders, the EU Commission and the German José Carreras Leukaemia Foundation (e.V.),” said Patricia Funke, Head of Marketing at Funke Medical AG. Naturally, the Health:Angel got a place of honour with the company’s marketing team. It is mainly thanks to employees Nina Heisterkamp, Miriam Fengler and Zoe Schneidinger under the direction of Patricia Funke that the company won the award.

With the free online courses devised by “Funke Medical Academy”, all professional groups in the health sector can learn wherever and whenever they want to and, after passing a test, receive a legally recognised certificate – with this, the medical device manufacturer from Raesfeld is breaking new ground in digital further education in the healthcare sector. At the same time, the learning platform is an innovative concept that adds value to the company and is particularly interesting for nurses and retailers who want to receive free and certified training.

Many of the courses are available in German, English, Spanish and Italian. “Right from the start, we were keen to come up with a well-thought-out didactic concept, which would guarantee a transfer of know-how based on the latest scientific developments. Which is why we work with renowned experts for each individual learning module,” explains CEO Andreas Funke.

“We are thrilled that the Academy has become something of a win-win situation: our customers appreciate the high-quality content, and they can also involve their partners in our training courses if they so wish. For us, this is a great opportunity to show the know-how behind our products.”



Do the course!



Pass the test!



Receive the certificate!



Done!

**FUNKE MEDICAL ACADEMY
IS NOW AVAILABLE AS AN APP**



From decubitus therapy systems to complete medical solutions

Funke Medical AG already delivers to customers in numerous countries. In the future, the company wants to tap new countries and acquire new trading partners. In addition to focussing on global sales, the company is to expand its portfolio beyond its own range. Funke Medical AG is striving to develop into a global brand in the healthcare sector.

“In the next few years, we would like to acquire companies that complement our products. Because it is fundamentally easier and more economical for customers to get everything from a single source and to only have to deal with one contact,” says CEO Andreas Funke about his plans for the future.

When asked whether a joint venture is also conceivable, he answers with a clear “Yes.” And adds that European companies producing quality products will be the benchmark for both acquisitions and collaborations.

Heard the news?

Funke Medical AG was featured on the **local German Radio WMW** interview podcast



Made in Westmünsterland Podcast

Funke Medical and why a passion for work also goes through the stomach

Funke Medical from Raesfeld are real quality-of-life-improvers for anyone who can only lie or sit. They manufacture so-called pressure relief mattresses, which ensure that bedridden people do not get pressure ulcers. The exact technology is a secret, but it is so successful that Funke Medical products are now available in 34 countries around the world, including New Zealand. In the “Made in Westmünsterland” podcast, CEO Andreas Funke explains what’s so special about the therapy mattresses and why he, too, can sometimes be “hangry”.



Previous Magazines:



2019



2018



2017

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