

## Press Release

### **Heraeus Medical Announces PALACOS® Bone Cement is Now Available Direct in the United States**

#### **The Global Leader in Bone Cement Innovation Establishes a US Team to Support Sales**

YARDLEY, PENNSYLVANIA- January 15, 2018- Heraeus Medical is pleased to announce that on January 3, 2018, the company began selling the PALACOS® portfolio of bone cement products direct through its affiliate Heraeus Medical LLC in the United States. Heraeus is the inventor and exclusive manufacturer of PALACOS bone cement products.

Known as a global leader in joint fixation and infection management, the company will now be able to provide its customers with earlier access to its latest innovations by selling to them directly. The company has a long history of dedication to the research and development of new bone cement offerings. PALACOS has been used in over 30 million cases and is recognized as a leading product by orthopedic surgeons worldwide. PALACOS, formerly sold exclusively through a distributor in the US, is now available directly through Heraeus Medical.

“The company is extremely excited about the opportunity to support total joint surgeons directly in the US in providing consistent, predictable outcomes with the potential for lower revision rates,” said Dr. Andrew Williamson, Heraeus Medical Board Member. Devin Childers, Vice President and General Manager of Heraeus Medical LLC, added, “The expertise and knowledge Heraeus Medical can directly offer its loyal PALACOS users in the US creates an atmosphere of both continued innovation and collaboration.”

Existing PALACOS and new customers will be able to order easily from Heraeus Medical in the US by calling 1.833.PALACOS (725-2267). Heraeus Medical has successfully sold and supported PALACOS direct in Europe, Australia, and several other countries through an integrated ordering process that is now available to US customers.

For more information or to order PALACOS in the United States, please visit [www.heraeus-medical-usa.com](http://www.heraeus-medical-usa.com) or call 1.833.PALACOS (725-2267).

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#### **About the Heraeus Medical Global Business Unit**

Heraeus Medical is known as a global leader in joint fixation and infection management in orthopedics and trauma surgery. This enables the company to make an important contribution to supporting surgeons and the surgical team and to improve surgery outcomes. In the area of biomaterials, Heraeus Medical focuses on products for use in bone and joint surgery. The core product PALACOS® is considered the gold standard among bone cements and has repeatedly proven itself over five decades of clinical use.

#### **About Heraeus**

Heraeus, the technology group headquartered in Hanau, Germany, is a leading international family-owned company formed in 1851. With expertise, a focus on innovations, operational excellence and an entrepreneurial leadership, we strive to continuously improve the businesses of our customers around the world.

We create high-quality solutions for our customers and strengthen their long-term competitiveness by combining material expertise with technological know-how. Our ideas are focused on important issues such

as the environment, energy, health, mobility and industrial applications. Our portfolio ranges from components to coordinated material systems which are used in a wide variety of industries, including the steel, electronics, chemical, automotive and telecommunications industries.

In the 2016 financial year, the FORTUNE Global 500 listed company generated revenues without precious metals of US\$2.2 bn and a total revenue of US\$23.8 bn. With approximately 12,400 employees worldwide in more than 100 subsidiaries in 40 countries, Heraeus holds a leading position in its global markets. In 2016, the Foundation for Family Businesses named Heraeus as one of the "Top 10 Family Businesses" in Germany.

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