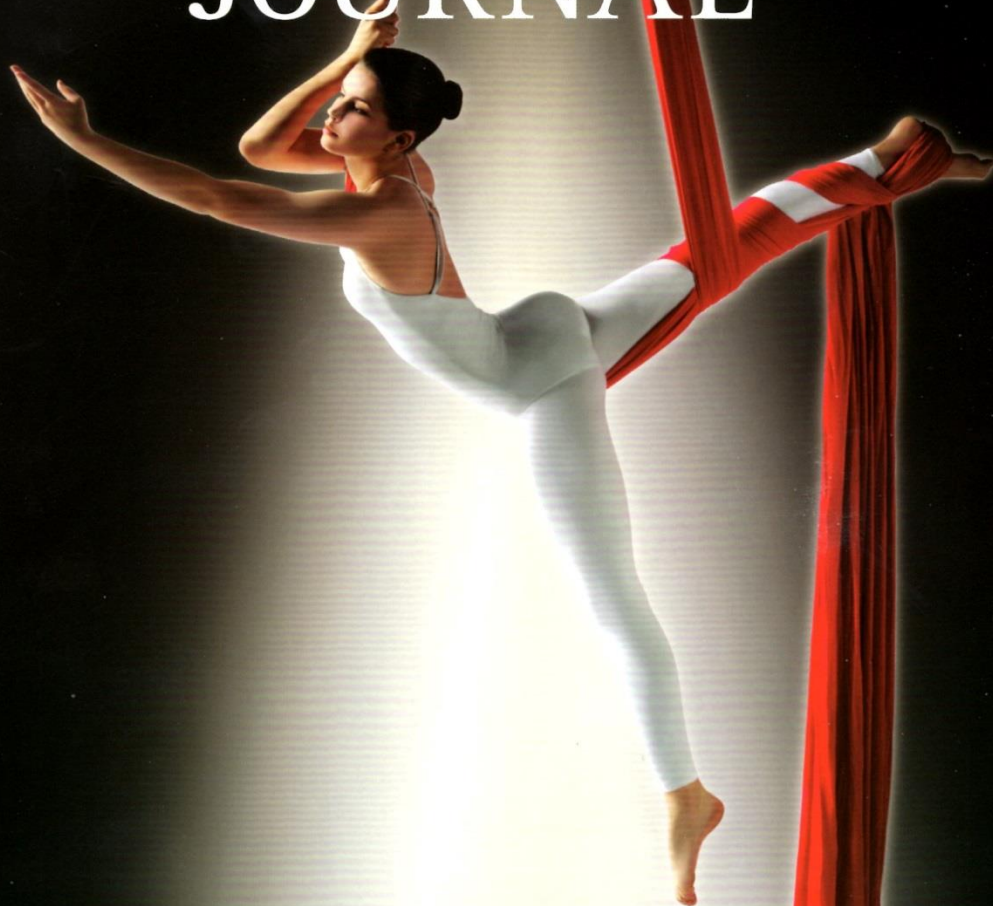


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## A leader in synthetic yarns

**FULGAR®**

# Success with ultrasonic speed

Ultrasonic devices and applications are commonly used in specific industries, mainly in the medical sector. Almost everyone will remember an ultrasonic device in a doctor's consulting room or ultrasonic toothbrushes in pharmacies or drugstores. A company from Mörfelden-Dorf near Frankfurt/Main in Germany specializes in this field of operation. EMAG AG develops, produces and distributes ultrasonic devices for the health and cosmetic segment.



EMAG AG was founded in 1999 as a family-run business, EMAG is still owned by the founder's family. "About 90% of the shares belong to the company's founder, Bülent Emekci and his family," says Dipl.-Ing. Hugo R. Hosefelder, product development manager at EMAG and with the company since 2002. "Apart from our headquarters in Mörfelden-Walldorf, we maintain several locations abroad, for example in France, Switzerland, the Benelux countries, the USA and the UK." In July 2012, EMAG and numerous employees moved into a new company building. "More than 3.5 million EUR was invested," says the product development manager. "We want to be equipped for the future."

devices for the hardening of modelled nails. This division has experienced steady growth in the past seven years." Since 2007, EMAG has also focused on ultrasonic products for

twelve hours." The Emmi system was presented on the domestic market in 2009 and is patented worldwide until 2027. "This technology aims for total prophylaxis," states

our products for professionals," explains Mr. Hosefelder. "At the moment, we are activating our commercial business and cooperate with distributors like Conrad and ProLdec." By means of its own webshop, a close relationship with the pharmaceutical wholesale sector and participation in trade fairs, for example the IDS in Cologne, Germany, EMAG is able to stay in close contact with its target audience. "Depending on the respective division, our export rates vary between 20 to 60%," states the product development manager. "Currently, we have branch offices and partners in more than 32 countries around the world with tendencies rising." In the future, the company plans to release new ultrasonic products. "Our capable R&D department is already working on an ultrasonic anti-cellulite device," says Mr. Hosefelder. "In the health sector, ultrasonic technology is only at its beginning." ■



From its new headquarters in Frankfurt, EMAG AG develops, produces and distributes ultrasonic devices

its innovative ultrasonic products for the medical and health sector. EMAG was able to generate an annual turnover of twelve million EUR in 2011. "Due to new technological developments, we aim at revenues of 20 million EUR for 2012," says Mr. Hosefelder. "At the present time, we are one of Europe's top ten players for ultrasonic cleaning devices and also amongst Germany's three producers of nail modelling products." In general, EMAG's core competences are divided into three or four pillars. "We are experts for ultrasonic cleaners in all imaginable applications, for example for the cleaning of jewellery, glasses or tools. Apart from that, we develop and distribute ultraviolet light de-

the medical and health segment. "These include microdental cleaning devices and massage products based on ultrasonic technology." The company is particularly proud of its effective dental ultrasonic cleaners. "Our system Emmi Dental provides many advantages over regular tooth cleaning devices," explains the product development manager. "All harmful bacteria are deactivated, the teeth and gums are cleaned without necessary movement, and the teeth are smoothed. The latter effect prevents bacteria from adhering to the teeth for at least

Mr. Hosefelder. "When using these devices, proper results occur immediately. The already after two days of use, the teeth regain their natural colour. Additionally, the product is able to clean even those parts a conventional toothbrush cannot reach." Needless to say, the Emmi system is clinically tested. "We offer two variations of Emmi Dental," says the product development manager. "One for professional usage, and another for private end-customers." EMAG's innovative technologies are interesting for many sectors. "Until now, we have only marketed

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