

German Brand Award nomination for MBST magnetic resonance therapy

The brand MBST has the potential to be one of the best in Germany's brand and company environment.

MedTec Medizintechnik GmbH today received the exclusive nomination by the German Brand Institute and the Rat für Formgebung German Design Council as "Excellent in Brands". Therefore, MBST is nominated for exemplary brand leading at the "German Brand Award 2019".

A prerequisite for partaking in the German Brand Award competition is the nomination by the German Brand Institute, its brand scouts and bodies of experts, thereby guaranteeing the high quality of the award. MBST is a strong brand. According to the criteria of the German Brand Award MBST shows a distinctiveness and differentiates successfully from its competitors.



"We are very happy about this nomination as it shows from an independent side that we are on the right track with the direction we are taking with our brand MBST. A strong brand is fundamentally important for the success of our company", says CMO · Sales & Marketing Director Guido Finkes.

The success of the brand MBST is based on a strong brand personality. MBST is not only a unique technology but has also build up an own identity in the field of medical technology from the beginnings.

MBST technology is a therapeutic development from magnetic resonance technology that is also used for diagnostic purposes in magnetic resonance imaging (MRI). Based on that, MBST magnetic resonance therapy devices were developed that use the same physical principle as the MRI devices and are operated successfully around the globe. There are no comparative competitive products, only other kinds of therapies that are used for the treatment of the same indications exist. Other than those, MBST magnetic resonance therapy is non-invasive and without surgery, syringes, infusions or infiltrations. So all risks attached as well as postsurgical pains do not apply.

The German Brand Award is a competition of the German Brand Institute. With the German Brand Award, the Institute awards the most important German brand prizes. It discovers, awards prizes and presents unique brands and brand makers. Last year's winners included DFL Deutsche Fußball Liga, Famigros, Lufthansa AG, MediaMarkt and Schwarzkopf.

"The award is a great honor for our company and our employees, as all measures related to the successful MBST brand are realized exclusively internally in a highly motivated team. We regard the award as confirmation and recognition that our communication is perceived both by customers, patients and medical experts," says Axel Muntermann, Managing Director of MedTec.

About MedTec Medizintechnik GmbH

Founded in 1998, MedTec Medizintechnik GmbH from Wetzlar has developed from a pioneer to world market leader in the field of therapeutically used MBST magnetic resonance technology. MedTec develops, produces and distributes the worldwide unique and patented technology that is used in MBST therapy system for human, veterinary and aesthetic medicine. Doctors, specialist, medical centres, hospitals, clinics and universities put their trust in the MBST therapy system today – not only in Germany and Europe but worldwide. It is MedTec's vision to enable a healthy, active and pain-free life for patients of nearly every age with its therapeutically used MBST technology. The MBST magnetic resonance therapy achieves that in the treatment of various degenerative diseases and injuries of the musculoskeletal system without needing drugs, injections, infusions, pain killers or surgical interventions. More than 1,000,000 hours of therapy have been applicated with the MBST magnetic resonance technology so far without any side effects or interactions becoming known. MedTec Medizintechnik GmbH stands for global leadership of market and technology with its worldwide patented therapeutically used MBST magnetic resonance technology.

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