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Press release

New flexible catheter part of Coloplast growth plan

This October, Coloplast will be launching a new flexible catheter for men. With this new product, Coloplast now has a complete range of catheters for all users.

Coloplast will begin the roll-out of a new flexible male catheter next month. Scheduled for launch on the company's core markets in October, the new catheter is the latest addition to Coloplast's innovative product portfolio and adds further fuel to the company's plans to outperform its competitors in the continence care market.

The current growth rate in the global continence care market is 5 – 6 percent per year, and launching new products like the SpeediCath Flex is Coloplast's recipe for outgrowing the rest of its competitors on the market.

"Our ambition is to continue to gain market share. To do that we need innovative products like the SpeediCath Flex. It is discreet, hygienic and easy to use," said Kristian Villumsen, Executive VP of Coloplast's Chronic Care business, which includes the Continence Care division.

As part of the SpeediCath range of male catheters, the SpeediCath Flex is available in both compact and traditional versions.

"By adding another catheter to our product catalogue, we help make life easier for even more users," said Mr Villumsen.

Continence Care is Coloplast's second-largest business area, accounting for some 35 percent of consolidated revenue. Coloplast's other business areas are Ostomy Care, Wound & Skin Care, and Urology Care.

Facts

- SpeediCath Flex will be rolled out in all major markets in 2016 and 2017.
- A special feature of the new product is its flexible tip and dry sleeve, which is a protective film that makes catheter insertion easy.

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Read more: Coloplast.com/speedicath-flex