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ASIA EDITION

"Asia Pacific is one of the focused areas for Freudenberg Medical"

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Depending on the specific needs of India and APAC markets, Freudenberg Medical is working on certain projects which will result in the launch of many new products in the coming three to five years. Falgun Jani, Head of Sales, Freudenberg Medical India reveals more in interaction with BioSpectrum Asia



What will be your latest innovations in the healthcare and pharma industry?

Freudenberg is a global technology group that strengthens its customers and society through long-term forward-looking innovations. Some of the recent innovations from Freudenberg Medical include Helix iMC Breakthrough Measurement Technology for Silicone Tubes & HelixTwist Multi-Lumen Tubing.

Helix iMC is a worldwide first, ground-breaking new technology to continuously measure the inner geometry of silicone tubes. This new technology significantly increases product quality for high precision applications such as pacemaker lead insulation and dramatically cuts down on material usage and process time.

HelixTwist is a unique multi-lumen silicone tubing technology designed to prevent lumen kinks and blockage by providing an equal balance of stress across the inner and outer lumens as the tube bends. HelixTwist tubing is optimal for pacemakers, breathing tubes, neurostimulation and other applications that require navigation through tortuous pathways within the human body.

What will be the new initiatives by Freudenberg Medical for the APAC market?

The Asia Pacific is one of the focussed areas for Freudenberg Medical. In recent times, we have invested in new human resources for India and China. This has resulted in much-needed day-to-day engagement and close coordination with the customers for their current and future projects. Along with new products and technologies, we are also working on introducing new ways of serving our customers, making the supply chain smoother and logistics easier by selecting the right partners. We are also exploring new channels and partnerships to increase our market reach.

Does Freudenberg Medical plan to launch new products soon?

Yes. In this month (June) itself, we have launched a new product 'HelixTC'. This is a new range of over-moulded Tri-Clamp ends with in-built gaskets for silicone tubing that serve as a safe and unique alternative to conventional barbed TC connections. 'HelixTC' can become an ideal choice for critical fluid transfer applications in pharmaceutical and bioprocess operations as it greatly reduces bioburden entrapment and leakage situations associated with conventional barb-type TC fittings. HelixTC ends are manufactured in a certified clean room with material certification and lot traceability and are available in standard and custom sizes.

Are there any plans for Freudenberg Medical to set up a manufacturing facility in India?

India is one of the fastest-growing markets in the APAC region. Freudenberg group has held ties with customers in India since 1920. Utilising our innovation, R&D & 11 global manufacturing locations, we are currently working very closely with our India customers at every stage of new product development life-cycle right from concepts, designing, material selection, and lean manufacturing processes, etc. to help them to introduce new and improved medical device products for India and global markets. As the demand for localisation increases, we are ready to take all necessary steps with help of Freudenberg's strong presence in India with around 15 manufacturing set-ups.

What will be your growth plans for the APAC market for the next five years?

As I mentioned earlier, as India and APAC are on the growth path, we will continue our efforts to nourish and nurture the diverse and unique needs of medical device and pharma markets in these regions. We will continue to invest in areas of human resources, innovation, product development and supply chain. Depending on the specific needs of India and APAC markets, we are already working on certain projects which will result in the launch of many new products by our end customers in the coming three to five years.

How much revenue did you generate in the last fiscal and what will be your projections for the coming years?

Despite the challenges in COVID-19 pandemic times, 2021 was a very successful year for the Freudenberg group. The group recorded sales above €10 billion which was 14 per cent above the previous year. The operating profit stood at €877 million which was around 31 per cent higher than the previous year. Freudenberg group India has also witnessed a similarly strong 2021.

The post-COVID-19 pandemic times look very positive. We will continue to invest in machinery, equipment and future-oriented technologies at a high level. The introduction of a separate Freudenberg Battery & Fuel Cell Business Group from April 1, 2022, is an example of our commitment to the future to make mobility even more efficient, safe and affordable.

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