



Ambu strengthens competitiveness with European distribution centre

Ambu is simplifying its distribution chain after moving all its production to Asia. This measure means that Ambu is able to strengthen its competitiveness, provide even better customer service and improve scalability in connection with future acquisitions.

Distribution is being simplified by moving inventories of finished products in Denmark to a central location in Germany, a process which is expected to be completed by summer 2012.

“Improving service levels for all our European customers while also being able to scale our logistics systems faster and with fewer costs in step with increasing sales and expanding our product portfolio is an important step in making Ambu even more competitive,” says Ambu’s President and CEO Lars Marcher.

A contract has been signed with the German logistics company FIEGE, the fifth-largest operator in Europe.

The financial impact of this agreement on FY 2011/12 has been recognised in the previously announced outlook for 2011/12.

Contact

Lars Marcher, President & CEO, tel. +45 5136 2490, email: lm@ambu.com

Ambu A/S
Baltorpbakken 13
DK-2750 Ballerup
Tel. +45 7225 2000
CVR no.: 63 64 49 19
www.ambu.com

Ambu develops, produces and markets diagnostic and life-supporting devices to hospitals and rescue services. Ambu has three business areas: Airway Management, Patient Monitoring & Diagnostics and Emergency Care.

Ambu’s high-quality products are innovative and unique. Ambu has a favourable market position in its chosen focus areas. Ambu’s products are sold worldwide. Exports account for 98% of sales, and sales are handled via Ambu’s foreign subsidiaries or via distributors. Ambu has approx. 1,600 employees, of whom approx. 150 work in Denmark and approx. 1,450 abroad.