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Oggetto : Launch of Sideral® Products in Germany

Testo del comunicato

Vedi allegato

PHARMANUTRA S.P.A.: LAUNCH OF TWO SIDERAL® PRODUCTS IN GERMANY

Starting from 18 September 2024, SiderAL® Forte 30 mg and SiderAL® 14mg, based on the innovative in-house patented Sucrosomial® Technology, will be marketed in Germany by global healthcare company Fresenius Kabi

Pisa, September 3rd, 2024 – [PharmaNutra S.p.A.](https://www.pharmanutra.it) (MTA; Ticker PHN), a company founded in 2003 by brothers Andrea and Roberto Lacorte, specialised in mineral-based nutritional supplements and medical devices for muscles and joints, announces the imminent implementation of the partnership signed in 2021 with Fresenius Kabi, a key element of the plan to expand the distribution of its products across Europe.

SiderAL® Forte 30mg (in stick format) and SiderAL® 14mg (in stick format), two products from the iron-based nutritional supplements range based on Sucrosomial Technology®, will be distributed in Germany by Fresenius Kabi, a multinational company specialising in drugs and technologies for infusion, transfusion and clinical nutrition, used to treat critically or chronically ill patients.

The Sideral® product launch event with Fresenius Kabi sales and marketing organization and PharmaNutra Management will be held on 18 September in Frankfurt.

The marketing of SiderAL® Forte 30mg and SiderAL® 14mg in the German market is the first tangible result of the exclusive distribution contract for Germany signed in June 2021 with Fresenius Kabi, a global healthcare company with which PharmaNutra has had a strong partnership since 2015 for the distribution of its products in Austria and Hungary. During this time, Fresenius Kabi, Germany, has defined a targeted strategic development plan to make the most of the potential of Sideral® products in the German territory - a market with enormous potential, the second largest in Europe in terms of dietary supplement sales.

Sucrosomial Technology® is an innovative delivery system, designed and patented by PharmaNutra, which improves the absorption and tolerability of micro-nutrients, macro-nutrients and phytoextracts essential to the human body. A technology that numerous independent scientific studies have shown to be objectively more effective than conventional martial treatments in improving haematological parameters in subjects with iron deficiency anaemia.

"The time that passed between the signing of the agreement with Fresenius Kabi and the launch of the first two SiderAL® branded products served to carry out focus groups and market researches to identify the proper

positioning of the products in the German market,” **comments Carlo Volpi, PharmaNutra Executive Board Member.** “We are thrilled to finally launch our Sucrosomial® Iron products in Germany with such a strong and important partner as Fresenius Kabi, also known for its intense scientific research activity. A key aspect which will enable us to make the most of the enormous potential of our patented technology.”

PharmaNutra S.p.A.

Founded and led by President Andrea Lacorte and Vice President Roberto Lacorte, PharmaNutra was established in 2003. It develops one-of-a-kind dietary supplements and innovative medical devices, handling the entire production process, from the manufacturing of proprietary raw materials to the finished product. PharmaNutra is a leading manufacturer of iron-based dietary supplements with its SiderAL® brand, where it boasts important Sucrosomial® Technology patents, and is considered one of the top emerging players in the field of medical devices for restoring joint functions through its Cetilar® brand. There is considerable scientific evidence, including 120 publications, to support the effectiveness of its products. In Italy, a network of over 160 Scientific Sales Representatives handles the sales activity. They serve the health professionals and are dedicated to the exclusive sale of these products to pharmacies and drugstores nation-wide. Overseas sales of the products are guaranteed in over 71 countries through 45 partners selected from among the top pharmaceutical companies. Over the years, the Group has developed a precise strategy for the management and production of intellectual property based on the integrated management of every component: the manufacturing of its own raw materials, patents, trademarks and clinical evidence.

PharmaNutra.it

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