Ethicon Unites Businesses Under One Brand

Ethicon, Inc. today announced the launch of a new brand strategy that will unify the brands of Ethicon, Inc. and Ethicon Endo-Surgery, Inc. - two companies with long histories of medical innovation - to create the most comprehensive and global surgical care organization in the world. The new Ethicon strategy is designed to better serve customer and patient needs by enhancing the company's solid foundation established over the last 80 years, with a strengthened focus on delivering innovations that matter to customers--and ultimately make a difference for patients. The unified brand focus represents Ethicon's commitment to enabling a simpler, more productive experience for customers by offering one comprehensive Ethicon portfolio for their surgical needs, delivered with a more streamlined approach.

"Our global brand integration signifies a unified and stronger Ethicon, and is a defining moment for our organization as we continually evolve our business to better serve the needs of our customers and patients worldwide," said Michael del Prado, Company Group Chairman, Ethicon. "We are also taking this opportunity to declare a new commitment to deliver: Better surgery for a better world. It is a lofty promise, made real through the meaningful solutions we bring to market, through our reach toward every corner of the globe to expand access to care, and by making a difference in the world beyond our business through philanthropy and our associates' expansive volunteer efforts. As the world's largest and most trusted surgical care partner, delivering on our brand promise is not only our obligation, it's our honor," explained del Prado.

The new Ethicon brand, representing a broad portfolio of surgical solutions including stapling, energy and suturing devices, will debut to customers in the U.S. at the Society of American Gastrointestinal and Endoscopic Surgeons (SAGES) annual meeting, being held April 17 - 20, 2013 in Baltimore, MD.

A pioneer from its earliest days, Ethicon continues at the forefront of improving surgical care globally, with inventive, comprehensive solutions that are used, on average, in more than five million surgical procedures each year. The inspiration for these surgical solutions comes from gaining deep customer insights. The new Ethicon is designed to answer both clinical and non-clinical customer needs through the development of market-appropriate, value-driven solutions, with the ultimate aim of providing Better surgery for a better world.

The brand integration plans will usher in a vibrant new visual identity for the company, featuring a colorful "Spectrum" which reflects the unique ability of Ethicon to maintain a singular, unyielding focus on serving the needs of customers and their patients (the red arrow), while also having a broad impact and an expansive world view (the colorful Spectrum).

Source URL (retrieved on *12/12/2013 - 8:33pm*):
http://www.surgicalproductsmag.com/news/2013/04/ethicon-unites-businesses-under-one-brand?qt-recent_content=0