



**Entry into new market segment: medisana presents new Massage Chair  
Division at imm cologne international furniture and interiors fair**

*Neuss, 16.12.2019.* From 13-19 January 2020, the entire interior design industry will convene at imm cologne to experience new furniture from all over the world and to discover exciting living ideas and the trends of tomorrow. It's a must at the start of the new season for top decision makers from the international interior design scene. Medisana, one of the leading specialists in the home health care market and the German market leader in the field of massage will be there for the first time. With its newly founded Massage Chair Division, the Neuss-based company seeks to open up new market segments and to present itself on the interior market. "The medisana Massage Chair Division connects our high expectations for wellness and well-being with innovations and state-of-the-art high-tech solutions in the area of massage. Our entry into this market segment reflects our high ambition to be one of the world's leading brands in health and wellness products and to be able to implement this in the area of classic seating and relaxation furniture as well," explained Peter Wiltschko, Business Development Director for the Massage Chair Division of medisana GmbH.

A particular focus will be on the new Relax Line on the occasion of the presence at the fair. With the motto "tradition meets technology," this includes the latest generation of massage chairs, such as the Lounge Chair RS 650, the RS 800 Relax Massage Chair, and the Deluxe Massage Chair. With this concept, medisana's health professionals combine millennia-old knowledge from traditional Chinese medicine with the most advanced computer-controlled sensor, servo motor, and pneumatic components. The goal is to be able to easily integrate regenerative massages into modern everyday life: for everyone who doesn't actually have time for a professional massage.

medisana will be at imm cologne in Hall 5.2 at booth C-075 from 13-19 January 2020.

medisana is one of the leading specialists on the home healthcare market. For over 35 years, the German company has been committed to the health of people with the motto “Your health in good hands.” medisana is a pioneer in the trend of mobile health management and provides future-oriented products for modern everyday life in an increasingly networked world. In the field of massage, the Neuss-based company is the German market leader. medisana develops, markets, and sells products related to mobile health, health monitoring, wellness, sports, personal care, therapy, and healthy homes to health-conscious consumers around the world.

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