

Starnberg, 19 September 2023

PARI is awarded the “German Brand Icon”

PARI has been awarded the PLUS X AWARD, marking it as a “German Brand Icon”. The specialist jurors who issued the award acknowledged PARI’s “consistency and continuous cultivation of brand values”.



“We combine many years of expertise with innovation and progress. PARI is an inhalation therapy brand trusted by patients, doctors and pharmacists alike. We are very pleased to receive this award, as it confirms that our focus is in the right place with our exacting quality standards, our service and our reliability” explains a delighted Arne W. Dirks, CEO of the PARI group.

The mission of the PARI brand is to improve the lives of those affected by respiratory diseases and those who provide care to them. This mission is not only deeply embedded in the brand, but also in the people in the company. Find out [more](#).

The Plus X Award is awarded by an independent specialist jury representing over 80 industries. With more than 700 participants, the Plus X Award claims to be the largest innovation prize worldwide – and has been around for 20 years now.

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About PARI

As a manufacturer of medical devices with a focus on inhalation devices, PARI is the market leader in Germany, having established itself over decades as a trusted brand among doctors, pharmacies and patients, while its success in the cystic fibrosis segment has positioned the company as world market leader.

PARI was founded in Wuppertal in 1906 and now has its headquarters in Starnberg. Always an independent and privately owned company, the PARI Group is under the umbrella of PARI Medical Holding with CEO Arne W. Dirks and is organized into several subsidiaries.

- PARI GmbH (Starnberg), Dr Frank Bredl
- PARI Pharma GmbH (Gräfelfing and Gilching), Dr Stefan Seemann
- PARItec GmbH (Weilheim), Jürgen Müller
- PARI Respiratory Equipment Inc. (PRE), Richmond (Virginia), Geoff Hunziker

In addition, there are international branch offices and a worldwide distribution network.

With a workforce of around 650 and a management team that has been stable for many years, the company can look back on a history of more than 100 years in business. It is where tradition and innovation meet to deliver well thought-out and effective product lines with an excellent reputation. Clinically proven, tried and tested nebulisers and inhalation devices made in Germany with affirmed performance have been used in countless pivotal studies and have won over medical specialists and users for decades.

Among the most well-known products are the PARI BOY[®], which is synonymous with inhalation therapy and has been on the market for over 50 years and is on its 8th generation, as well as the eFlow[®]rapid nebuliser based on vibrating membrane technology supplemented by a multitude of drug-specific applications in respiratory diseases.

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