

Starnberg, 2 December 2024

## **PARI once again distinguished as “Brand of the Century”: Setting standards in inhalation therapy**

**“German Standards” again granted PARI the “Brand of the Century” award. This award goes to brands that stand out due to their innovative strength, their product quality and their ability to stand the test of time – brands that have become indispensable in their industry.**



*Andrea Zapf and Dr. Florian Langenscheidt at the award ceremony in Berlin (Photo: Phil Dera)*

In 2024, PARI is featured again in the illustrated book “German Standards – Brands of the Century”. This book was published on 28 November 2024 and honours companies that lead the way in the German economy.

Andrea Zapf, Senior Director Marketing Communications, expresses her delight during the award ceremony. “This award honours all the effort we make to continuously develop our company to support the respiratory health of our customers with our products and services”.

Dr Frank Bredl, Managing Director of PARI GmbH, proudly points out that “For over 100 years, PARI has been synonymous with progress and commitment towards its patients and their families. With the PARI BOY®, which over the decades has become the very byword for inhalation therapy, we have been setting standards that make life easier for our patients.”

With the “Brand of the Century” award, PARI has secured its reputation as a reliable partner in inhalation therapy and as one of the leading brands for quality and innovation in medical technology. Publisher Dr

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Florian Langenscheidt describes the award-winning brands as “Milestones in reliability and quality leadership” that accompany their customers over many years.

## 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 presidents Anja Zschernig and Jürgen Müller and is organised 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), Derek Kish

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

With a workforce of around 750 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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