



FOR IMMEDIATE RELEASE

GCX Corporation adds Sturm in Germany for native health care market expertise

PETALUMA, Calif. (Oct. 26, 2011) – GCX Corporation, the worldwide leader in medical instrument and IT mounting solutions, has added Klaus Sturm as its regional manager for the German-speaking countries of Europe (DACH).

Sturm brings to GCX nearly eight years of experience as a sales representative in the medical systems division of a leading production technology company based near Stuttgart, Germany. He also has a combined 10 years of work in medical project planning for two German health care organizations: a Stuttgart medical and laboratory technology planning company, and a Munich hospital engineering company. Sturm holds a postgraduate engineer's degree (*Diplom-Ingenieur [FH]*) in hospital industrial engineering from the University of Applied Sciences Giessen-Friedberg, Germany.

Sales and distribution of medical instruments and systems requires a high level of expertise, according to Sturm. In his most recent role, he advised customers on health facilities construction projects and trained users on site.

"Klaus' professional experience is a natural fit with the consultative sales approach at GCX," said Cris Daugbjerg, vice president of development. "Our team draws on 40 years of medical industry experience to share an understanding of the day-to-day, hands-on use of medical devices and how they interact in the health care environment.

"Klaus also has a solid knowledge of health care providers in Germany, a major EU market, and he's seen developing trends in medical technology purchasing. He will be a valuable resource in the distinct markets of the German-speaking countries as well as the whole, fast-growing Europe, Middle East and Africa region."

Sturm will be based in Freiberg am Neckar, Germany. GCX serves the EMEA region from its branch office in Tilburg, the Netherlands. A German-language version of the GCX website, german.gcx.com/, mirrors the domestic site of U.S.-based GCX with a complete translation of all English-language content.

GCX this year marks four decades of delivering instrument mounting solutions to the health care industry. Standard products include wall mounts, roll stands, ceiling mounts, countertop mounts, pole mounts and a variety of mounting accessories. GCX mounting solutions feature space-saving, ergonomic designs that improve equipment and patient access, and increase staff productivity. More information is available at gcx.com.

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About GCX Corporation

GCX Corporation has been serving the health care industry since 1971, providing medical instrument and IT mounting solutions. Products are developed exclusively for the health care field and are marketed directly to hospitals. GCX also has custom product development relationships with Original Equipment Manufacturers. Major product lines include wall mounts, roll stands, ceiling mounts, countertop mounts, pole mounts and more, along with a variety of mounting accessories. GCX mounting solutions feature space-saving, ergonomic designs to improve both equipment and patient access.

More Information

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