



Press kit

About Hallufix AG

Hallufix AG is a medium-sized, fast-growing orthopedic systems company headquartered in Munich, Germany. Since its founding in 2006, the company has been developing extremely successful new, innovative solutions for the health care sector. The company's products are often developed, tested and continuously improved in cooperation with orthopedists, orthopedic technicians and leading research groups such as Fraunhofer Gesellschaft.

Experts rated the very first product developed by the company, the dynamic and internationally patented Hallux valgus splint by Hallufix®, an outstanding medical technology innovation. This orthopedic systems product offers help to over 100 million people around the world afflicted with Hallux valgus (bunion pain), a malpositioning of the big toe. Hallufix AG received not one, but two, of the world's most important design prizes for its Hallux valgus splint: the "red dot award: product design 2009" and the "Medical Design Excellence Award 2009", and was even nominated for the "Design Award of the Federal Republic of Germany 2010", the most prestigious official German design prize.

Hallufix AG immediately followed this up by developing and launching two additional new very promising innovative orthopedic products: the "midfoot bandage" and "splayfoot insole with moveable pad". The company also sent another important signal in the field of orthopedic diagnostics and preventive health care with the opening of its Munich studio for posture and movement analysis, which is equipped with cameras that can record motion from up to seven different angles.

To promote further business development and internationalize the company, Hallufix AG founded Alpha Orthotics Corp™, a 100-percent-owned subsidiary headquartered in San Francisco, USA, in summer 2008. Its mandate is to market Hallufix® products in the United States and Canada.

The extremely strong growth in the past, and unanimous endorsement from the corporate organs and shareholders, will enable the company to continue its fast-paced development and manufacture and market further innovative and unique niche and special products for the health care industry.

Additional information at www.hallufix.com



Hallufix AG
Tulbeckstrasse 32
80339 Munich, Germany
Phone: +49 (0)89/ 96 05 779-0
Fax: +49 (0)89/ 96 05 779-0
E-mail: info@hallufix.de
Web: www.hallufix.com

Contact

Executive management:
Marion Stolbinger
Hallufix AG
Tulbeckstrasse 32
80339 Munich, Germany
Phone: +49 (0)89/ 96 05 779-0
Fax: +49 (0)89/ 96 05 779-0
E-mail: presse@hallufix.de

Press contact:
Anja Otter
Public Relations
Dianastr. 12
85630 Grasbrunn, Germany
Phone: +49 (0)89/ 74 97 42 95
Fax: +49 (0)89/ 74 97 42 96
E-mail: info@anja-otter.de

Hallux valgus

Hallux valgus, also referred to as bunions or bunion pain, is one of the most common malpositionings of the foot. It affects about ten million people in Germany, of whom eighty percent are women.

The big toe joint of those afflicted with Hallux valgus projects outward. The associated metatarsal bone and metatarsal capitulum, the ball of the toe, protrude noticeably from the inside edge of the foot. Although initially a cosmetic problem, serious discomfort can develop over time. Inflammation and swelling of the ball of the toe, inappropriate weight-bearing and the onset of joint degeneration (arthrosis) can lead to severe and chronic pain.

In addition to a congenital disposition, some of the reasons for developing Hallux valgus include a combination of an inherited predisposition, usually weak supportive and connective tissue and muscular imbalance. The malpositioning is easily aggravated by wearing shoes that are too tight, too pointed or too small. However, this in itself is not the cause of the deformation.

Depending on the severity, patients afflicted with Hallux valgus are either treated conservatively or surgically.



What is the Hallufix® "Hallux valgus splint"

The Hallufix® "Hallux valgus splint" was developed in cooperation with the renowned Fraunhofer Gesellschaft to relieve pain and correct big toe malpositioning associated with Hallux valgus. The patented splint system is the result of a multiyear project involving orthopedists, orthopedic technicians and scientists.

The dynamic splint is fastened to the foot using a toe and midfoot bandage. It holds the foot's transverse arch and also supports the midfoot by means of a pad. The midfoot is optimally stabilized, the painful ball of the toe relieved of weight, the toe malpositioning corrected and the foot returned to its natural shape and held there.



A built-in hinge at ball level allows the big toe's main joint to be flexed naturally. The splint can thus be worn in almost any day-to-day situation. The Hallufix® Hallux valgus splint can thus also be worn when walking. Wearing the splint two to three hours during the day plus regular nightly application normally suffices.

When used early enough as a preventive measure, regularly wearing the Hallufix® Hallux valgus splint can significantly postpone an operation or even help eliminate the need for one entirely. Orthopedists are therefore already recommending that it be used at an early stage to counter further aggravation of the malpositioning. After a Hallux valgus operation, progress reports and observational studies point to a significant shortening of postoperative rehabilitation time and excellent stabilization of the surgically adjusted toe.

Additional information at www.hallufix.com.

What is the Hallufix® "midfoot bandage with pad"?

The "midfoot bandage with pad" is another new product developed by Hallufix AG. Its unique feature is an exclusive fastening system with an innovative pivot mechanism. It can be comfortably, securely and precisely fastened to the foot, reliably preventing any slippage, even during increased levels of activity.

The midfoot bandage with pad can be used for patients suffering from splayfoot, metatarsal infections, hammer toe and claw toe, and as a preventive measure against Hallux valgus. But the midfoot bandage with pad can also be used to relieve stress and prevent foot injuries for occupations and sporting activities that are hard on the feet.



The tensor material in the bandage stabilizes the midfoot area and the pad straightens the metatarsal bone (transverse arch), relieving stress on the primary joints of the toes. The bandage helps restore the metatarsal bones to their natural position. The unique fastening system with its innovative pivot mechanism ensures that it is precisely and firmly secured to the foot. A practical hook-and-loop fastener makes it easy to adjust the breathable bandage as required.

The midfoot bandage with pad is suitable for all foot sizes. It can be worn on either the right or left foot.

Additional information at www.hallufix.com.

What is the Hallufix® "splayfoot bandage with pad"?

Hallufix AG's "splayfoot bandage with pad" is a unique insole with a special feature: a pad that can be repositioned at will. It can be optimally positioned to conform to the shape of the foot and changed to suit personal needs. The hook-and-loop fastener prevents the pad from slipping when walking. The splayfoot insole with movable pad is especially useful to relieve foot stress for widespread foot ailments such as splayfoot, metatarsalgia, claw and hammer toe, as well as pressure points on the foot.



The robust splayfoot insole is shoe-shape independent and is very thin despite its durability. The insole can thus easily be worn in almost any shoe, regardless of whether it is meant for sports, is elegant or rugged. Best of all, it can easily be moved from shoe to shoe! Since the thin sole flexibly adapts to the motion of the foot, it does not interfere with the foot's natural rolling motion. The splayfoot insole also adapts ideally to the shoe manufacturer's desired rolling motion for various shoe types. It does not alter the shoe's structural configuration. Hallufix®'s splayfoot insole is made of a fast-drying material that is particularly skin friendly due its breathable surface, which makes it very comfortable to wear.

Until now, insoles available in the market had pads that were firmly glued on. Their position could not be changed without damaging the shoe's inner leather surface. In contrast, the pad of Hallufix®'s splayfoot sole can always be precisely adjusted to suit the individual requirements of every foot. Instructions for positioning the pad are shown on the insole itself. At the present time, splayfoot insole pairs with hook-and-loop fastened pads are available in four different sizes (36/37; 38/39; 40/41, 42/43).

Additional information at www.hallufix.com.