

KURZ: **7 SOUND REASONS**



MIDDLE EAR INTELLIGENCE



The human hearing is one of the wonders of Nature. Its immense complexity and precision makes it a challenge for medical science. When the middle ear is affected KURZ implants can help with their high-tech engineering to transfer the acoustic signal from the tympanic membrane to the inner ear. Our aim has always been to produce the best possible medical and technical solutions available in this field. Thanks to our know-how, inspired creativity and southern German spirit of discovery our products are - and will continue to be - what we have always been proud of: State-of-the-art quality, made in Dusslingen.

Making sound sense of Hearing – **HEINZ KURZ GMBH**

»Do you see?«

can also mean: "Do you understand?" Understanding however, is more often gained, when

hearing is added to seeing. That's why KURZ has focused on:

Hearing.)



1

## Leaders of Innovation, High Quality, German Engineering

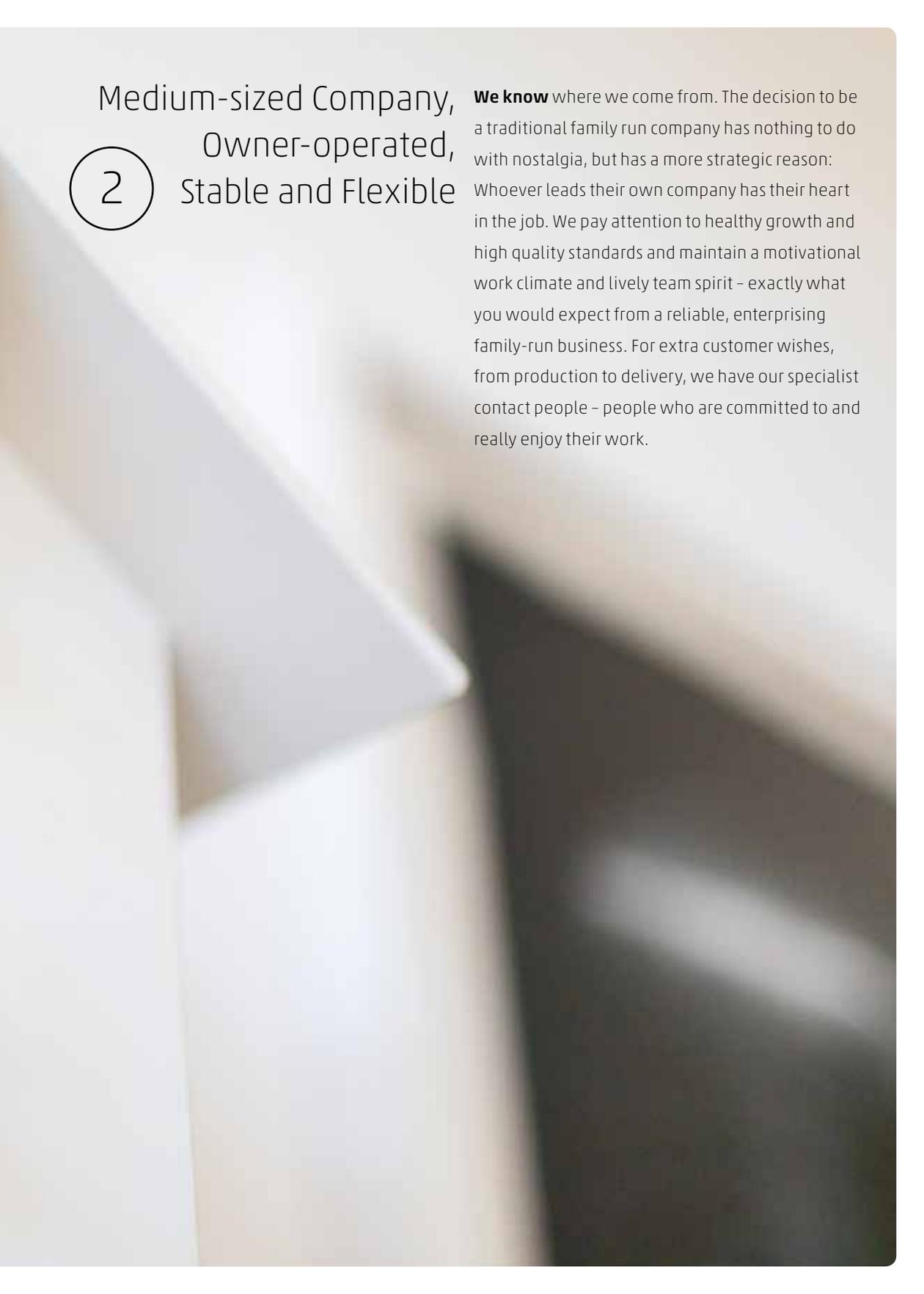
**Creative impulses** from the South of Germany have often made their mark all around the world. Where once the first automobile was invented there now exists a broad concentration of high-tech companies that are successfully shaping the future. Highly specialised companies and universities in the region have made it possible for us to forge ahead, which might have well been more difficult elsewhere. Our location is a major advantage, especially when you consider that with many of our KURZ products we are dealing with the smallest tolerances and material strengths of a few micrometers.

So you can count us as being a big player working within the smallest margins.



A close-up photograph of a bright red pushpin stuck into a white surface. The pushpin is in sharp focus, while the background is blurred. The lighting is soft, highlighting the texture of the pushpin's head and the surface it's on.

Our sense of hearing is finely tuned at an early age. Even a child growing in the womb can hear and has all it needs to perceive the acoustic differences in its surroundings. Our ability to hear normally remains until old age. The middle ear with its malleus, incus and stapes, lies protected by the temporal bone, which is the most resilient bone in the human body. Evolution has made sure of one thing: That we can always hear.



2 Medium-sized Company,  
Owner-operated,  
Stable and Flexible

**We know** where we come from. The decision to be a traditional family run company has nothing to do with nostalgia, but has a more strategic reason: Whoever leads their own company has their heart in the job. We pay attention to healthy growth and high quality standards and maintain a motivational work climate and lively team spirit - exactly what you would expect from a reliable, enterprising family-run business. For extra customer wishes, from production to delivery, we have our specialist contact people - people who are committed to and really enjoy their work.

# 3

## The Deeper You Go, the Greater Your Understanding

**The success story** of KURZ began when an ENT expert at one of the university clinics was looking for a specialist who had the courage and interest to design precision-engineered products for the middle ear. Since then we have produced a variety of implants of which most have been patented. One thing that remains constant through all our innovation is that we work closely with the top people in otology and exclusively in the ENT-field. Because the deeper you go, the greater the understanding you gain of your subject.

### **Who needs miracles, when we have ears?**

The tympanic membrane reacts to fluctuations of a millionth of the normal air pressure. Physically the sound waves in the air are converted into fluid sound waves. The middle ear amplifies the incoming sound waves by a factor of 1:20. Thus an effective transmission of acoustic energy reaches the inner ear.

The fact that in spite of all this complexity and sensitivity, breathing noises, head movements and the surge of more sound waves all occurring simultaneously don't lead to a sense of chaos in the listener, is indeed - a miracle.





»Silence. Sounds are only bubbles on its surface.

## 4

## Balance and Consistency

**Cooperating at eye-level** is a tightrope act, which every successful company has to balance out with its partners and suppliers.

KURZ nurtures long-term, well balanced relationships to the benefit of our partners, our customers and most importantly the patient.

Only with consistent, effective cooperation can we be sure that our performance is guaranteed to be of the highest quality.



They burst to disappear.«

*John Cage (1912 – 1992) composer*

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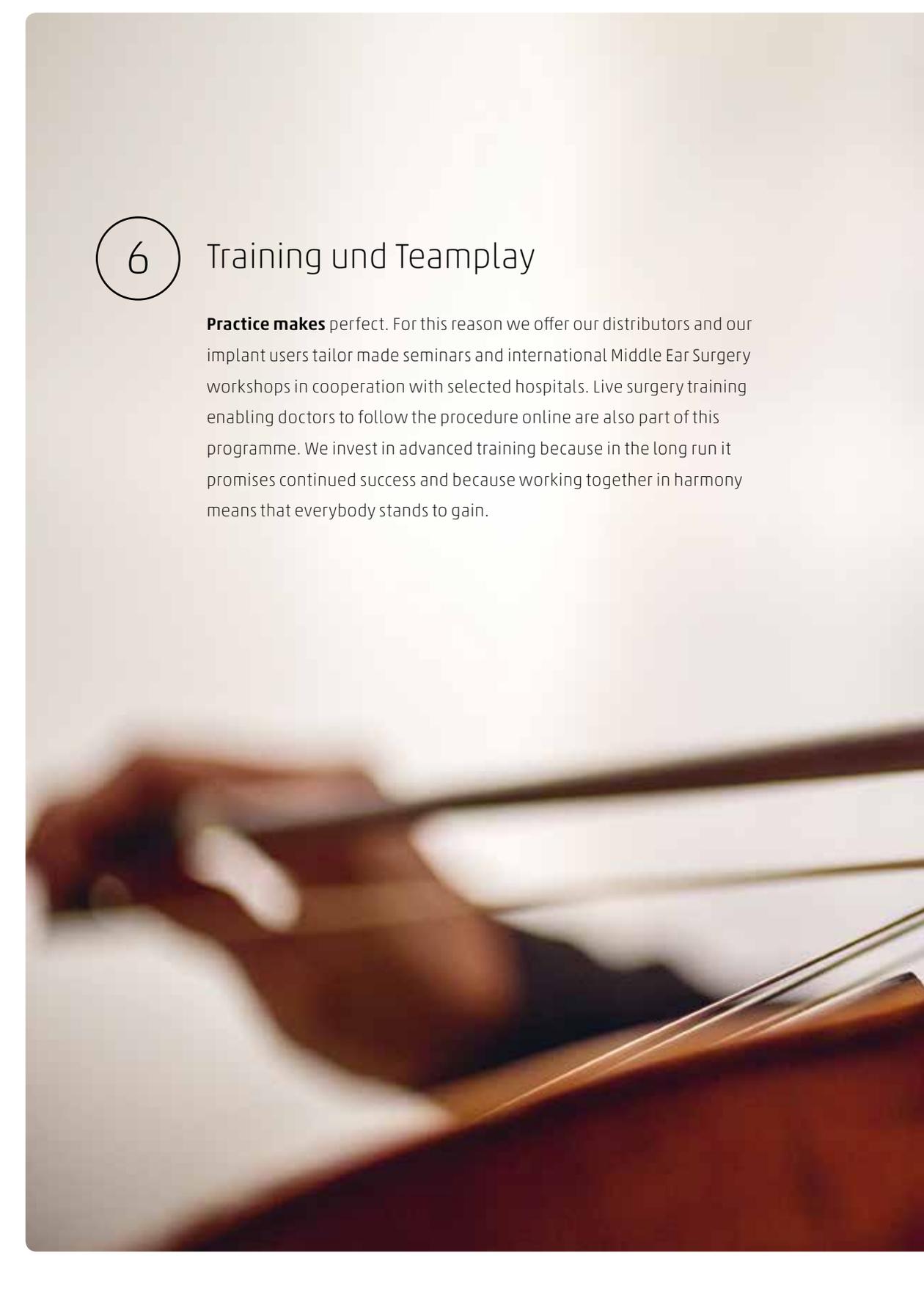
## A Worldwide Network of Scientific Control

**Criticism doesn't** just have to be competent, but also independent. We are quite proud of the fact that leading national and international scientists, medical experts and engineers have scrutinised our products in independent studies for over the past twenty years. We call this our most challenging quality control – and we use it as an incentive to prove to ourselves that we can live up to the standards of our best critics.





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## 6

## Training und Teamplay

**Practice makes** perfect. For this reason we offer our distributors and our implant users tailor made seminars and international Middle Ear Surgery workshops in cooperation with selected hospitals. Live surgery training enabling doctors to follow the procedure online are also part of this programme. We invest in advanced training because in the long run it promises continued success and because working together in harmony means that everybody stands to gain.



»Music has long since provided the metaphors of choice for those puzzling over questions of cosmic concern. ... With the discovery of superstring theory, musical metaphors take on a startling reality, for the theory suggests that the microscopic landscape is suffused with tiny strings whose vibrational patterns orchestrate the evolution of the cosmos.«

*Brian Green, physicist and mathematician in "The Elegant Universe"*



## 7

## Social Engagement

‘Giving something back from what you have received’ – this is one of the cornerstones of our business philosophy. KURZ is involved in supplying sustainable, otological support in the poorer regions of the world. To this end we are working with the American organisation “ENT Global” and the non-profit Association MED-AID in Germany. This way people in need in Africa, Asia and Latin America can receive our products for free. In Russia and Kazakhstan we offer additional intensive training for local doctors, who can then pass on their knowledge to their colleagues. Help that inspires self-help is sometimes the best kind.

»What spring of healing has been found  
For man, where'er he be?  
All with glad heart attend a sound  
Shapen to harmony.

*Johann Wolfgang von Goethe*

»The eye leads people  
into to the world, the ear leads  
the world into people«

Laurenz Oken (1779-1851)

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