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Care of Sweden establishes direct presence in Spain to strengthen the healthcare sector

Care of Sweden is taking another step in its international journey by establishing a local operation in Spain. This new initiative is a strategic move to provide the market with direct access to high-performance products, comprehensive expertise, and a holistic collaboration model aimed at eliminating pressure ulcers in partnership with healthcare providers.

A strategy for sustainable development and local presence

With the new establishment, Care of Sweden continues to pursue its long-term goal of creating sustainable solutions and sound health economics. By employing local staff and a dedicated technical team in Spain, the company can foster deeper collaboration with the healthcare sector. This includes both products and educational initiatives, such as the implementation of Care of Sweden Academy to disseminate knowledge and enhance the skills of healthcare professionals.

Magnus Högberg, CEO of Care of Sweden, comments:

Spain is a significant market with great demand for our products and expertise. By establishing a local presence, we can strengthen our brand and offer close and direct communication with healthcare providers. This is a natural progression of our commitment to contributing to sustainable societies.



Focus on clinical excellence and collaboration

Care of Sweden’s offerings in Spain are built on the company’s unique combination of clinical evidence and proven concepts. With high-performance products developed and manufactured within the EU, and a vision to eliminate pressure ulcers in collaboration with the healthcare sector, the company distinguishes itself from many of its competitors.

Amar Demirovic, responsible for Care of Sweden’s operations in Spain, adds:



We look forward to working closely with our customers and partners to develop innovative and sustainable solutions for the healthcare sector. Our goal is not just to deliver pressure-relieving products but to be an active partner in improving care processes. These products will make a difference for both healthcare professionals and patients.

A new channel for collaboration and knowledge exchange

The new establishment will be complemented by educational initiatives and a focus on digital tools, such as landing pages with relevant information and opportunities to participate in training sessions and workshops. This is part of Care of Sweden’s strategy to foster engagement and build long-term relationships with its customers. Through a combination of direct sales and local distributors, the healthcare sector in Spain will gain access to both expertise and services.



About

Care of Sweden is a leader in pressure ulcer/injury innovation, dedicated to providing solutions that empower patients and improve outcomes with the help of healthcare systems worldwide. With a commitment to excellence and compassion, they strive to make a positive impact on the lives of individuals and communities worldwide. The vision is to eliminate pressure ulcers together with healthcare by our promise “Supporting Life”.