



medi

Enjoy every  
moment.



mediven® flat knit combines function and  
design in an original and unique way.

medi. I feel better.





## Strong product innovations for a better quality of life

Enabling you to respond more specifically and effectively to the needs of your lipoedema and lymphoedema patients in terms of function and design, from June 2018, medi will be offering attractive highlights with the mediven flat knit range!

Functional extras and the variety of colours and designs give your customers new options in oedema therapy, to fashionably accentuate their personality. In this way, the garment becomes a companion that supports your customers in positively dealing with the oedema and developing new self-confidence.

In addition to the flexure functional zones for knees, elbows and bunions, the award-winning (IF Design Award and the Red Dot Award) Fashion-Elements are being enhanced: The new "Flower" pattern, as well as both new colours Pink and Lilac fit ideally to update summer outfits.



The new flexure functional zones – for greater comfort

# New mediven® flat knit range

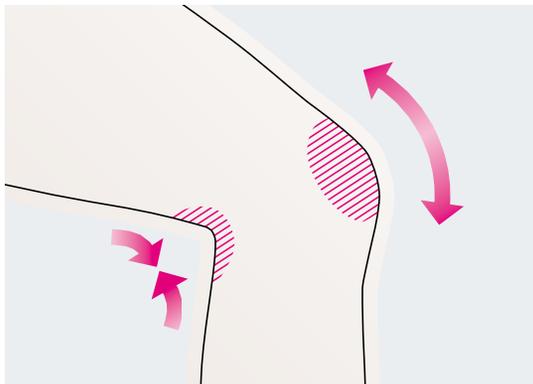
**From June 2018, there will be an even greater selection of flexure functional zones for mediven flat knit.**

A knee flexure functional zone has been designed for mediven 550 leg, that provides your customers with even more wearing comfort. The special fabric compresses the back of the knee when bending. The fabric is flexible on the kneecap, and expands during movement.

This ensures more comfort at work, for example sitting down in the office. This function is also a real plus when undertaking everyday activities or doing sports (e.g. cycling).

According to the same principle, the elbow flexure functional zone has been developed for the mediven 550 arm. It is particularly suitable for users who work with bent arms, for example, when working on the PC.

Also, to optimise comfort of additional skeletal disorders, from June 2018, there will be a varus toe ease zone in addition to the proven hallux ease zone. It minimises the pressure from the garment around the joint.

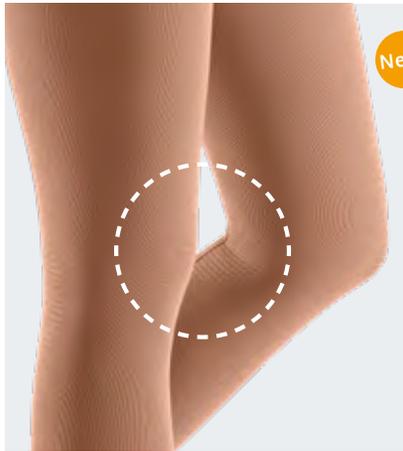


**The new knee flexure functional zone: The fabric at the kneecap is stretchier, and it compresses the back of the knee better – for even more wearing comfort.**



# Flexure functional zones for mediven® flat knit

In the future, mediven® flat knit will provide an even greater diversity offer for the customised treatment of your customers.



## Flexure functional zone knee

medi has developed a special fabric for the new knee flexure functional zone, offering patients more comfort. It compresses the back of the knee when bending and thus minimises wrinkling. The flexible fabric ensures better stretchability on the kneecap, giving patients more freedom of movement.

This accessory is available for mediven 550 leg.

For the knee function area, please specify on the drawing, the length to the back of the knee.



## Flexure functional zone elbow

This flexure function zone provides your customers with even more wearing comfort in the elbow area. Thanks to the special fabric in the bend of the elbow and elbow, the garment optimally adapts to your movements.

It is particularly suitable for users who often bend their arms, for example, when working on the PC.

This accessory is available for mediven 550 arm.

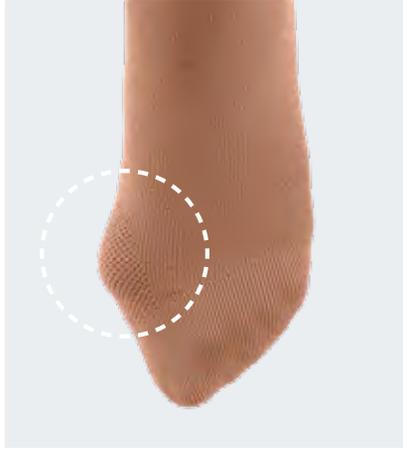


## Varus toe ease zone

In addition to hallux valgus, the bunion is a common foot deformation. Because the outermost metatarsal bone is misaligned, the ball of the little toe protrudes to the side, and is very sensitive to pressure.

The new varus toe ease zone minimises the pressure on this point and ensures an optimal fit.

This accessory is available for mediven 550 leg.



## Hallux ease zone

The proven hallux ease zone for mediven 550 leg was introduced in 2015. Its highly flexible fabric reduces the pressure on the hallux valgus and has a perfect fit.

Did you know?

Ganglions on the big toe are suffered by around 23 per cent of people up to the age of 65, and 35.7 percent of those over 65\*.

\* Source: Nix S, Smith M, Vicenzino B. Prevalence of hallux valgus in the general population: a systematic review and meta-analysis. J Foot Ankle Res 2010;3:21.



The new flexure functional zones provide more wearing comfort and impress with their discreet appearance.

# Inspirational range with proven and new Fashion-Elements for the mediven® flat knit pattern

## **Gentle and relaxed:**

*“With this pastel Lilac, it exudes cool relaxation and transports the wonderful scent of lavender directly into your wardrobe.”*

**Caroline Sprott**

*Oedema patient and fashion blogger  
[www.lipoedemmode.de](http://www.lipoedemmode.de)*

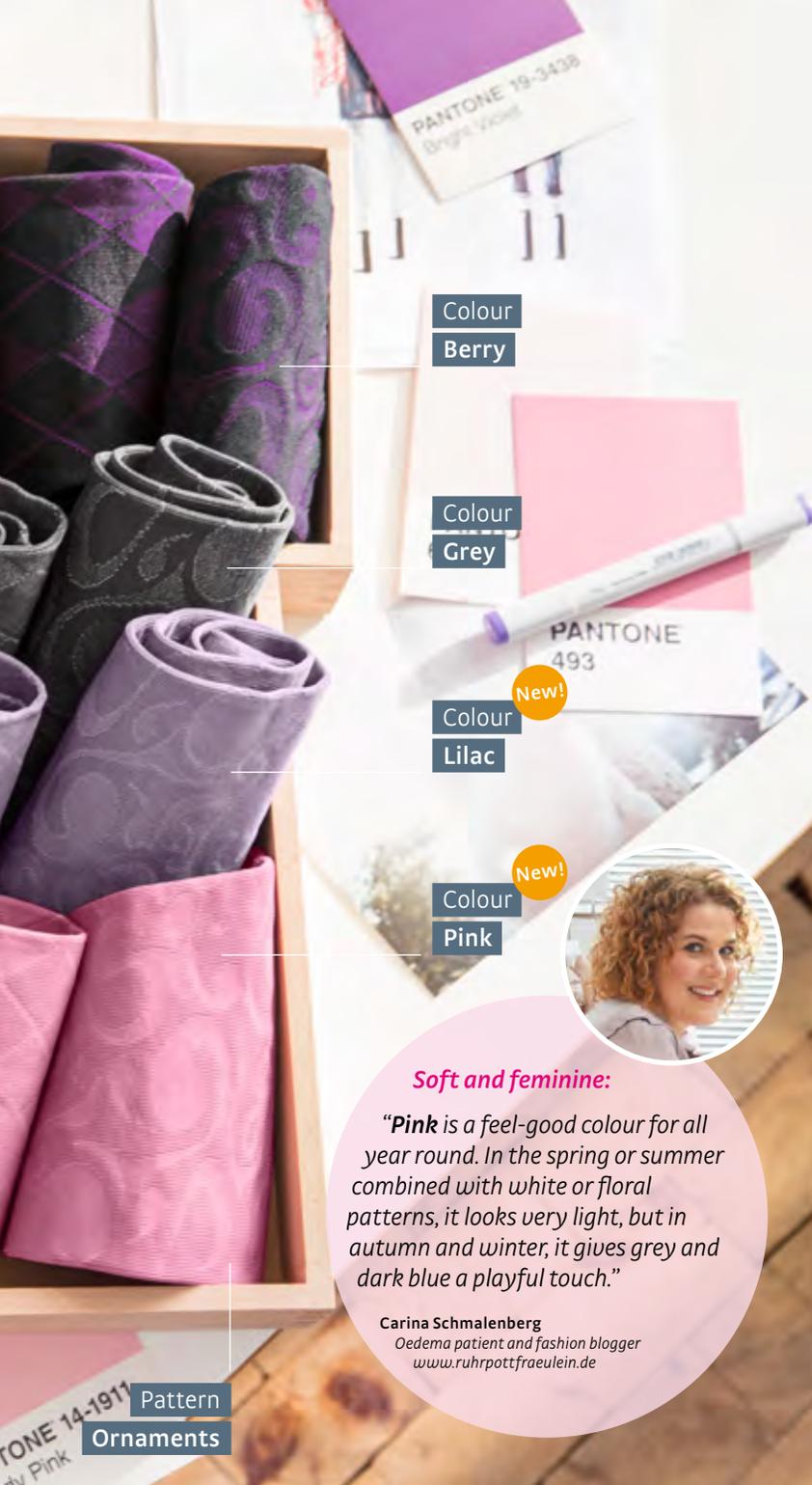


New!

Pattern  
Flower

Pattern  
Animal

Pattern  
Crosses



Colour  
Berry

Colour  
Grey

Colour  
Lilac

Colour  
Pink

New!

New!



**Soft and feminine:**

*“Pink is a feel-good colour for all year round. In the spring or summer combined with white or floral patterns, it looks very light, but in autumn and winter, it gives grey and dark blue a playful touch.”*

**Carina Schmalenberg**  
Oedema patient and fashion blogger  
[www.ruhrpottfraeulein.de](http://www.ruhrpottfraeulein.de)

Pattern  
Ornaments



reddot award 2017  
winner



## Effective therapy and a great look? With medi, both are possible!

What fashion bloggers and fashion experts around the world already know is that interest in fashion does not stop just because people have a condition. On the contrary: Those among us who strongly want to self-confidently deal with their indication and body, want aids that also make this possible.

Therefore, also within the flat knit range, medi places great importance on an attractive appearance and a wide selection, in addition to function. The Fashion-Elements introduced in 2017 won the iF Design Award as well as the Red Dot Award!

This success inspired us to include the patient in the development of new designs. They designed the next mediven Fashion-Element as part of a creative competition in Germany. The winning design “Flower”, as well as two new colour variations resulted from a large number of submissions!



**So romantic:**

*“This beautiful flower tendril gives the finishing touch to your outfit and looks very elegant on your leg.”*

**Caroline Sprott**  
Oedema patient and fashion blogger  
[www.lipoedemmode.de](http://www.lipoedemmode.de)



Ursula Thomé, the winner of the creative competition with the winning design

## medi creativity competition: “The next Fashion-Element” is the winning design!

Over 160 entries have reached us, and inspired the jury. The many ideas showed a clear trend: a floral pattern. The jury were “spoilt for choice” in the truest sense of the word and chose the motif created by Ursula Thomé.

We are particularly pleased that the “Flower” pattern will be available for everyone from June 2018! Numerous colour ideas were submitted in addition to the various ideas for new patterns. Pastel shades are the clear winner here, and very fashionable in 2018. That’s why the mediven Fashion-Elements are available in the fresh colours of Pink and Liliac – suitable for current summer outfits.



## That is what the jury says:



Prof. Martina Glomb  
University of Hannover

*"I found it wonderful to witness how much attention to detail and flair the participants put in to bring their ideas live. It was really difficult to make a decision."*



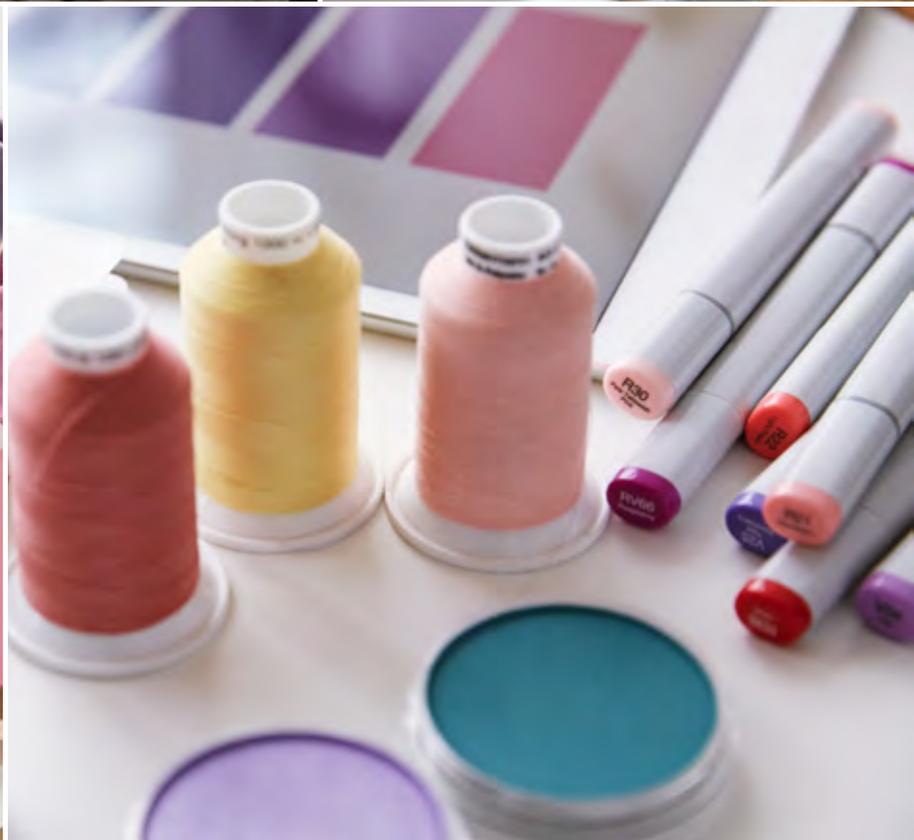
Caroline Sprott  
Lipoedema patient & fashion blogger

*"Many participants have chosen striking colours and patterns, and want to draw attention to their compression."*



Peter Hoffeins  
Research and Development Manager  
Bandages & lymphology

*"For us at medi, it became obvious that we will also be implementing the winning design! A design directly from the creative pen of a patient – that's really unique!"*



# The inspiring variety at a glance!

medi's flat knit products make the treatment of oedema even more individual. Brilliant colours, sophisticated patterns and numerous accessories guarantee that virtually no wishes are left unfulfilled.

## Colours

### Standard colours

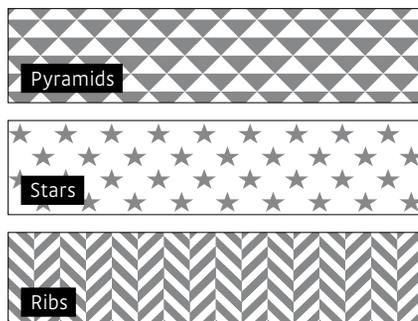


### Trend colours\*



## Design-Elements

### Design-Elements for mediven 550 leg

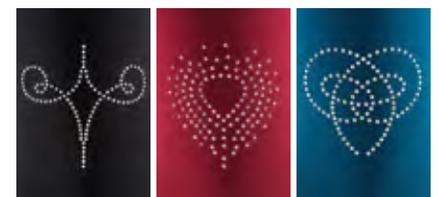


### Design-Elements arm



## Swarovski® crystals\*\*

### For all mediven compression stockings



The Design-Elements can be combined with all standard and trend colours, on request.

mediven compression stockings can also be finished with exclusive Swarovski® crystals\* on request. The applications are placed on the stockings on the ankle, and are placed on mediven arm sleeves on the upper arm or forearm.

Delivery time for Fashion-Elements and trend colours is up to 10 working days.

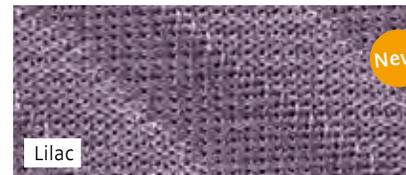
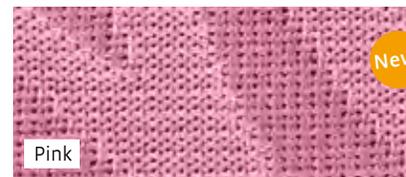
## Fashion-Elements

### Fashion-Elements for mediven 550 leg



Four patterns, four colour combinations, and 16 options!

### Fashion-Elements colour combinations



Note: Colours may vary due to printing.





## medi World of Compression

**A strong brand. A wide-ranging product range.  
Convincing concepts.**

---

medi World of Compression: signpost to the future with over 60 years' competence in the field of compression. Your partner for the highest demands on quality, innovation and design. Let's shape the future together and create positive brand experiences – for you and your clients!

## Satisfied customers and new potential

**Numerous possible combinations for more successful treatment.**

---

mediven compression garments are available in many colours and variants. Thus medi can provide just the right garment for almost every indication. The broad assortment of add-ons helps patients enjoy wearing their stockings – for long-term treatment compliance. Join medi in profiting from a partnership that is based on goodwill and helpful services.

The VALCO logo is positioned on the left side of a white rectangular box. It features the word "VALCO" in a bold, white, sans-serif font, set against a dark blue background that has a white swoosh-like graphic element on its left side.

**VALCO**

MANUF./DISTR. J. VAILLANCOURT CORP./LTÉE/LTD  
597 DUVERNAY, VERCHÈRES QC CANADA J0L 2R0

**www.valco.ca • 1.800.361.3153**

service@valco.ca



97194 / 04.2018