

Successful Design Registration QUADRO green & white, Interview Roman Thönig

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Successful design registration of QUADRO MFQ green & white - interview with Roman Thönig, Head Business Segment Industry at medmix AG on IP Protection of Innovations: Why Strong Brands and IP Matter in Dispensing Systems

Q1: medmix has been very active in protecting its brands and designs. What is the core objective behind these efforts?

At medmix, our brands represent much more than a name or a color—they stand for decades of innovation, engineering excellence, and consistent product performance. We continuously invest significant resources, expertise, and know-how into developing our systems. Even more than that – our customers combine our brands with high quality and secure applications. We protect our intellectual property not only for us but also for the success of our customers. From an economical point of view it is essential to safeguard these investments and ensure we can continue to innovate for our customers and contribute to a development of the adhesives and sealants segment.

Q2: Recently, medmix achieved the design registration for its green and white mixing tips branded with Quadro in the United States. What does this mean for the market?

It reinforces that our products and their distinctive designs are officially protected. For customers and partners, this brings clarity and safety: original medmix products are clearly identifiable, and any unauthorized copies infringe on these rights. Furthermore, our customers can rely on the fact that cheap and possibly risky copies will be prosecuted and removed from the market.

Q3: How does medmix approach the enforcement of its intellectual property?

We take a consistent but measured approach. We are committed to enforcing our rights globally and continuously monitor the market to identify infringements, while communicating in a constructive and professional way. Any issue, including counterfeiting, that affects our customer, affects us. And we take best efforts to keep our customers and end user safe.

Q4: Why is it important for customers to rely on original medmix products rather than copies?

Original medmix systems are the result of highly engineered processes and strict quality controls. Each component is designed to perform within a fully integrated system—ensuring reliability, safety, and consistent application performance. I'm not sure if the copiers of our products are aware of the negative effects such as with a possible incompatibility they have on the users. Even more, they don't really know why the copied cartridge, mixer or dispenser are constructed the way they are and which functions they fulfill. This again is hazardous when applying the adhesives or sealants.

Q5: How does this connect to innovation at medmix?

Innovation and intellectual property protection go hand in hand. By protecting our technology, brands and designs, we ensure that these investments remain sustainable and that we can continue advancing dispensing technologies. medmix's core ideology is innovation! Without the deeper understanding of the adhesives and their application, copying can only create a similar looking product. It can never replicate the underlying performance, safety or application advantages of the original version.

Q6: What differentiates medmix from companies that offer similar-looking products?

medmix takes a system-based approach. We do not simply produce components—we solve application challenges based on the deep understanding of customer processes and requirements. Bonding a windshield within the automotive industry has different requirements than the repairing of a wind turbine blade or a solid surface bonding application. medmix knows exactly how to solve each technological problem with the “best in the business” solutions.

Q7: What message would you like customers and partners to take away?

We will continue to stand behind our technology and brands to protect them, enforcing our IP and stop counterfeiters from selling at tradeshow, webshops even in physical stores. We collaborate closely with public authorities, which also have an interest in removing illegal copies from the market and putting them stopping. This ensures that customers receive the quality, performance, and reliability they expect from medmix solutions.

Roman Thönig, Head Business Segment Industry

Image captions:



Image 1: Roman Thönig, Head Business Segment Industry at medmix AG



Image 2: Each component is designed to perform within a fully integrated system

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About medmix

medmix is a global leader in high-precision delivery devices, with leading positions in healthcare, consumer and industrial end-markets. Our customers benefit from our dedication to innovation and technological advancement that has resulted in over 900 active patents. Our 14 production sites worldwide together with our highly motivated and experienced team of nearly 2'700 employees are at service of our customers with uncompromising quality, proximity and agility. medmix is headquartered in Baar, Switzerland.

Our shares are traded on the SIX Swiss Exchange (SIX: MEDX).
www.medmix.swiss

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