

Medela History

Medela's successful history extends over more than fifty years and is marked by numerous milestones. Since its early days, Medela has expanded its market presence globally and with its innovative products has repeatedly set new standards.

1961	Company founder Olle Larsson lays the foundation for the Medela success story. Initially, the private company distributes supplies to hospitals, households and industry.
1965	The private company Medela O. Larsson is transformed into the joint-stock company Medela AG. It specializes in electric breastpumps and medical suction equipment.
1978	The build-up of the neonatology division begins.
1980	The Classic breastpump, the first in-house development, is introduced. For more than two decades, many Lactation Consultants consider it the gold standard for hospital and rental breastpumps.
1981	Medela establishes its first foreign subsidiary, in the USA. The first generation of suction instruments developed in-house is launched. The Basic, Median and Dominant suction pumps set a new quality standard.
1983	With the Manual Breastpump Medela launches a quality breastpump at an affordable price. Millions of mothers have used it successfully to express their milk.
1985	Medela expands further and establishes its second subsidiary, in Sweden.
1987	The company newly sets up its own subsidiary to exploit the German market.
1988	With the Lactina, Medela launches the first light-weight hospital & rental breastpump. Another innovation is the breastpump kit, which transfers into a manual pump and thus is still useful to mothers after they have returned their rental Lactina pump.
1991	Mini Electric, the smallest fully automatic (electric) hand-held breastpump is ready for the market.
1993	Medela expands into Asia and establishes Medela KK n Japan.
1994	Medela Canada completes Medela's presence in North America. With the unique Billibed phototherapy system a baby with neonatal jaundice can be treated in its mother's room for the first time.
1996	Medela is certified to ISO 9001/EN 46001 MDD. With QuatroFlex technology, Medela develops and launches an innovative plastic version of the piston/cylinder system. With the introduction of the "Pump In Style" breastpump, Medela meets the needs of active and working mothers. The breastpump includes everything needed for expressing, storing, cooling and transporting a mother's milk.

1997	Medela is now also present with its own subsidiary in France.
1998	Medela begins a long-standing relationship with Professor Peter Hartmann, Human Lactation Research Group at the University of Western Australia. Many of the ground-breaking research results are contributing to the development of Medela's innovative breastfeeding solutions.
2001	The Symphony, the first breastpump with the revolutionary 2-Phase Expression Pumping Program, marks the start of a new era in the breastpump market. This innovation is based on state-of-the-art research and technology. Symphony is equipped with a micro-processor and can be upgraded for new pump programs with a memory card.
2003	The subsidiaries in the Netherlands and Italy become operational. Medela launches the second generation of its successful suction pumps Dominant and Basic.
2004	The United Kingdom is newly served by its own subsidiary. Medela launches Harmony, the first 2-phase manual breastpump for the occasional expression of breastmilk. Also, Pump In Style is now available as 2-phase breastpump.
2005	Medela expands further and establishes its own subsidiary in Spain and Russia.
	Medela launches the electric breastpump "Swing", a multi-award-winning electric breastpump for mothers who need a breastpump for everyday use.
2007	Medela expands further into Asia and opens a subsidiary in China.
2008	Medela launches "Freestyle", a hands-free double electric 2-phase breastpump. Medela's Healthcare Business Unit launches "Thopaz", the world's only small digital thoracic drainage system, and "Invia Liberty" for Negative Pressure Wound Therapy (NPWT).
2009	Medela opens a subsidiary in Australia
2010	Medela strengthens its position in Eastern Europe and opens a subsidiary in Poland. Medela is introducing the innovative feeding solution "Calma", developed after intensive research. This unique teat enables breastfeeding infants to switch more easily from breast to bottle and back to breast again.
2011	Calma wins the prestigious Innovation Award at the "Kind und Jugend" Fair in Cologne. Medela acquires Bravado, the leading brand in nursing bras in North America
2012	Medela launches "Swing maxi", combining the 2-Phase expression technology with the double pump concept.
2013	Medela's Healthcare Business Unit launches Basic and Dominant flex, a next generation of suction pumps, and Invia Motion, a personal pump for Negative Pressure Wound Therapy (NPTW).