The success story of the Orthomol company



Orthomol is a family business based in Langenfelde (North Rhine-Westphalia, Germany) [1]. It was founded by Christian Glagau in 1991 and is now run by his son Nils together with Michael Schmidt. [2] composition, design and creativity.

Main products:

Orthomol Immun, Orthomol Arthro plus, Orthomol Cardio, Orthomol Sport, Orthomol Vital F, Orthomol Mental, Orthomol Tendo, Orthomol Vision, Orthomol Beauty,

Key people: Nils Glagau, Michael Schmidt,

Company revenue: 94 mln. EUR (2017) Number of employees 432 (2017)

History

In the late 1980s, the United States established itself in complex micronutrients, i. the concept of the use of vitamins, minerals and other substances for the prevention and dietary treatment of diseases [6]. In order to bring orthomolecular medicine to Germany and Europe, Christian Glagau and Hans Dietl in 1991. Founded by Orthomol. [7] The company quickly grew to around 100 employees and became one of the leading suppliers in the food supplements, vitamins, trace elements segment. [8] [9] In addition to its presence in the German market, the company has expanded internationally not only in Europe but also in Russia and the USA, as well as in the Middle East and Asia. [10] [11]

2009 Christian Glagau, founder and CEO of Orthomol, has died. [12] The company remained in the hands of the family and was run by two Glagau children, along with Michael Schmidt, who had already served as CEO before Glagau's death [13]. Although most aspects of Orthomol's business strategy have not changed, the product range has been expanded. [14]

Group structure

Orthomol's parent company is Orthomol Holding, a limited liability company under German law (GmbH). [15] Currently led by Nils Glagau (Sales and Marketing) and Michael Schmidt (Purchasing, Manufacturing, Logistics and Technology). The group's ownership structure consists of two separate

families, the founders Nils Glagau and Gesche Hugger. [15]

Prepared based on public sources

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