

## COMPASS

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## When Innovation Meets x2

From stickers to calendars and screensavers to sculptures, the x2 symbol has found a way to make its mark everywhere. However, Bettina Quaedvlieg (Managing Director of Getinge b.v. in The Netherlands) took it one step further and produced x2 cakes (or better known as *petit fours*).

"The Management Team came to visit us last month and I thought to myself what could I do to show my appreciation. Then it struck me, why don't we put x2 into our mouths. Since my husband has bread and patisserie bakeries, ordering them didn't raise too many eyebrows," laughs Bettina. Members of the Management Team were pleasantly surprised when the x2 cakes were presented to them. "Everyone said the cakes were delicious and helped themselves to extras. Luckily for me, I ordered twice as much!"



Delectable x2 petit fours courtesy of Bettina Quaedvlieg.

### Corporate information

April 02, 2012

CLOSING RATES

March 30, 2012

SW Insight, March  
2012

February 17, 2012

New Executive Vice  
President Medical  
Systems

January 31, 2012

Latest interim report  
January - December 2011

December 16, 2011

SW Insight, December  
2011