

Stifneck Extrication Collar Discontinuation and Transition to Stifneck Select Collars

We are officially discontinuing the **Stifneck extrication collar product line globally** by the end of 2025. This strategic move is designed to simplify our offering and better align with evolving market practices and sustainability goals.

What's Changing

- **Stifneck will be phased out** and replaced by **Stifneck Select**, which offers the same clinical functionality in an adjustable format.
- **Product numbers being discontinued:**

Number	Description
980100	Stifneck Baby
980200	Stifneck Pediatric
980300	Stifneck
980400	Stifneck Short
980500	Stifneck Regular
980600	Stifneck Tall
980700	Stifneck Carry Bag

Why This Matters

- **Clinical Equivalence:** Both products serve the same patient groups and use protocols.
- **Simplified Portfolio:** Reduces 6 product lines to 2, improving operational efficiency.
- **Sustainability Gains:** Lower carbon footprint due to reduced tooling and scrap.
- **Revenue Trends:** Stifneck now accounts for only 6–7% of collar revenue, with declining volume but stable pricing—indicating parity with Stifneck Select.

Product Transition Notes

- Stifneck Select offers **four height options** and uses the **same measurement and application process** as Stifneck.
- Adjustable design of the Stifneck Select helps simplify inventory for usage
- The transition should be seamless for both clinicians and procurement teams.
- We are aiming to simplify the product offering for collars - and the intended patient group and intended use for both products are the same. The two product lines serve the exact same purpose for users and patients.
- When tracking market dynamics and interviewing our customer regarding immobilization we noted trends in protocol becoming more selective of which patients are collared and in which situations, significantly contributing to our decision to consolidate to just the adjustable Stifneck Select.
- Having 2-3 collars takes up a lot less space on an ambulance than 6 collars in a carry bag.
- Laerdal has ongoing efforts to be more sustainable and reducing a product line which can be covered by another (and henceforth doesn't affect clinical practice) contributes to a reduction in our company's carbon footprint

DISCONTINUED: Stifneck Extrication Collars: 6 product numbers for 6 sizes



Stifneck Select Collars: 2 product numbers for 7 sizes

4 sizes in 1 for Adult – Item 980010

3 sizes in 1 for Pediatric – Item 980020

