FOR IMMEDIATE RELEASE

LINK Announces Full U.S. Commercial Launch of ALLURE™ Triple-Tapered Hip Stem

DALLAS, Texas — November 4, 2026 — WALDEMAR LINK today announced the full U.S. commercial launch of the ALLURE™ triple-tapered hip stem, marking an expansion of its primary hip portfolio. The announcement precedes the 2026 Annual Meeting of the American Association of Hip and Knee Surgeons (AAHKS), taking place November 5–8 at the Gaylord Texan Resort & Convention Center in Grapevine, Texas.

ALLURE was developed for the evolving needs of surgeons performing primary total hip arthroplasty and the sites of service where these procedures are performed. ALLURE is available in collared and collarless configurations, with a reduced distal profile and a wide range of sizing options to match diverse femoral morphologies and patient anatomies. A dedicated insertion feature provides rotational control while maintaining the option to angulate polyaxially as the stem is introduced.

Biologic fixation of ALLURE is supported by LINK's proprietary coatings: TiCaP proximally, a plasma-sprayed titanium coating topped with calcium phosphate; and HX (calcium phosphate) distally.

ALLURE is designed to complement LINK's broader hip reconstruction offering, spanning primary arthroplasty through complex revision and limb salvage products. The addition reinforces the company's commitment to providing orthopedic surgeons with a coordinated hip portfolio across a wide range of clinical needs.

"Our objective is to give patients and surgeons access to innovative primary hip reconstructive technologies backed by LINK's longstanding clinical expertise and service in complex reconstruction, revision and salvage surgery. ALLURE represents another step in the expansion of our comprehensive hip reconstruction portfolio, providing surgeons with procedural flexibility and the confidence to address the individual needs of their patients," said Peter Willenborg, CEO of the LINK Group.

Surgeons attending the AAHKS Annual Meeting are invited to visit LINK at Booth #1137 to learn more about ALLURE, its system configurations, instrumentation and U.S. rollout.

About Waldemar Link

Founded in Hamburg, Germany, in 1948, Waldemar Link GmbH & Co. KG is a family-owned orthopedic medical device manufacturer with a longstanding heritage of innovation, engineering excellence, and precision manufacturing. With a global presence and a comprehensive portfolio of orthopedic reconstruction systems, LINK specializes in primary and revision joint replacement, complex reconstruction, and limb salvage. For more than 75 years, the company has partnered with orthopedic surgeons worldwide to develop innovative implant technologies designed to address evolving clinical needs and support improved patient outcomes. Guided by its commitment to quality, craftsmanship, and surgeon collaboration, LINK continues to advance orthopedic reconstruction through thoughtful design and German engineering.