

Press release

Heraeus Kulzer focusses on Integrated Solutions Materials, Technologies and Processes that go Hand in Hand

Hanau, 6th March 2015 – **With the motto "material-based solutions", Heraeus Kulzer is positioning itself in the dental market of the future. The focus is on the close integration of high-quality materials, digital technologies and years of process expertise. As part of the 2015 International Dental Show (IDS) in Cologne, the Hanau-based manufacturer is presenting integrated service offerings for efficient workflows in laboratory and practice.**

The degree of automation is increasing in dental laboratories and dental practices. Innovations in technologies and materials offer ever better capabilities for manufacturing perfectly fitting restorations, but they also pose new challenges for users: In a highly competitive environment, practices and laboratories have to combine digital and analogue processes optimally in order efficiently to achieve high-quality restoration outcomes. Additionally, dentists and dental technicians are increasingly positioning themselves to patients and customers as advisers and service providers in order to succeed in the market.

Heraeus Kulzer supports users in setting themselves up for the future: The dental manufacturer aligns its range of technologies and services – as well as its materials – specifically to the needs of

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Heraeus Kulzer in Social Media



About Heraeus Kulzer

Heraeus Kulzer GmbH is one of the world's leading dental companies with its headquarters in Hanau, Germany. As a trusted partner, the company supplies dentists and dental technicians with an extensive product range, covering cosmetic dentistry, tooth preservation, prosthetics, periodontology and digital dentistry. More than 1,400 employees at 25 locations worldwide are driven by their expertise and passion for the dental market and embody what the name Heraeus Kulzer stands for: service, quality and innovation. In 2013 Heraeus Kulzer's product turnover exceeded 400 million USD.

Heraeus Kulzer has been part of the Japanese Mitsui Chemicals Group since July 2013. Mitsui Chemicals Inc. (MCI) is based in Tokyo, and has 135 affiliates with more than 14,200 employees in 27 countries worldwide. Its innovative, practical chemical products are as much in demand in the automotive, electronics and packaging industries as they are in other fields such as environmental protection and healthcare.

everyday practice and laboratory work. These are and remain the basis for long-lasting restorations, since only the combination of application expertise, processing technology and high-performance materials ensures optimal results and therefore satisfied patients.

"By integrating the key components of success – material, technology and process – optimally, we generate added value for our customers", says Dr Martin Haase, CEO of Heraeus Kulzer. "Complete service offerings for high-quality restorations and efficient workflows in the laboratory and practice ensure competitiveness."

A driver of innovation in a strong corporate group

In implementing these material-based solutions, Heraeus Kulzer benefits from a long tradition and extensive practical experience on the dental market. Thanks to its closeness to the customer, the manufacturer is very familiar with the work processes and current needs of dentists and dental technicians. These needs serve as the standard for new developments and the basis for consultation.

As an industrial partner, Heraeus Kulzer has for decades been supporting practices and laboratories to meet the future demands of dentistry. This is also the aim of Mitsui Chemicals Group (MCI), which Heraeus Kulzer has been part of for nearly two years. The Japanese parent company contributes additional materials expertise to the company through its strong research and development department. Due to MCI's willingness to invest, Heraeus Kulzer will continue to expand its product portfolio in coming years. The Hanau-based dental manufacturer has already gained additional momentum with last year's acquisition of the Italian CAD company Enhanced Geometry Solutions (EGS Srl). With strengthened software and systems integration expertise, Heraeus Kulzer is setting itself up for the dental market of the future.

Figure



Fig.: Dr Martin Haase, Managing Director of Heraeus Kulzer:
"Complete service offerings for laboratory and practice."

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