



MEDIA INFORMATION

Upskilling with the Kulzer Mobile Academy

How can knowledge transfer and new products, personal exchange and digital dialogue formats be combined? Kulzer has developed a solution for its customers and partners which, despite COVID-19, offers a certain trade show feeling: The Kulzer Mobile Academy.

Hanau / 29.09.2020. "After our decision not to take part in the coming IDS, we worked on finding an alternative event format that would offer our customers real added value while giving us control and flexibility – especially in view of the pandemic," says Stefan Klomann, Chief Marketing Officer at Kulzer. The Mobile Academy, with which Kulzer will be touring the world from 1 March 2021, is a new training concept and is entirely dedicated to further training: customers are invited to expand their knowledge and skills with Kulzer training courses and at the same time get to know new Kulzer products.

Customers do not need to go on an extensive journey - the Mobile Academy brings the most important information about the fair directly to their doorstep in a trailer. The Hanau-based dental company is heading to more than 200 locations in Germany, neighbouring European countries and the USA with the Mobile Academy Pavilion, whilst observing the local Covid 19 guidelines.

The mobile academy will start on 1 March 2021 at the Kulzer headquarters in Hanau, accompanied by reports in the social media, such as live streams of the lectures. There will also be online services throughout the entire truck tour, so that the dental experts will be able to participate virtually in the tour or in individual lectures and training sessions.

"With this concept, we want to offer our customers a way to enjoy a relaxed event close to their place of work during this extraordinary time without the long journey, the hustle and bustle of the trade fair and the associated uncertainties, while at the same time ensuring that we can comply with the rules that apply at the time," says Klomann.



Picture



Picture: The Kulzer Mobile Academy



Picture: Stefan Klomann, Chief Marketing Officer at Kulzer.

About Kulzer

As one of the world's leading dental companies, Kulzer has been a reliable partner for all dental professionals for more than 80 years. Whether aesthetic or digital dentistry, tooth preservation, prosthetics or periodontology, Kulzer stands for trusted and innovative dental products. With optimal solutions and services, Kulzer aims to support its customers in restoring their patients' oral health in a safe, simple and efficient way. For this purpose, more than 1400 employees work in 26 locations in the fields of research, manufacturing and marketing.



KULZER
MITSUI CHEMICALS GROUP

Kulzer is part of the Mitsui Chemicals Group. The Japanese Mitsui Chemicals Inc. (MCI) based in Tokyo owns 131 affiliates with more than 17,900 employees in 27 countries. Its innovative and functional chemical products are as much in demand in the automotive, electronics and packaging industries as in environmental protection and healthcare.

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