“Global thinking and local business—our core strategies”

An interview with Dr Luo Chuan Hao, VOCO

VOCO is a Germany-based manufacturer that specialises in the production of modern aesthetic dental materials. The company has been conducting business in Singapore and the South-East Asian region since 1995. Dental Tribune Asia Pacific spoke with Export Area Manager Dr Luo Chuan Hao about the market in Singapore and the company’s offering at this year’s IDEM.

Dental Tribune Asia Pacific: Dr Lou, your company has been conducting business in South-East Asia since 1995. What is your current reach and are there plans to extend distribution to more countries in the region?

Currently, we sell our products in almost all countries in South-East Asia, including Malaysia, the Philippines and South Korea. Our next goal is to increase our market share.

More dentists in Singapore and South-East Asia are becoming aware of the aesthetic aspects of dentistry, mainly driven by patient demand and new developments in the industry. Will these trends determine where the market is heading?

Yes, we also see this as an important trend. We introduced the Amaris composite in 2007 and Amaris Gingiva last year in order to fulfil this demand. We are also increasing our sales for the Grandio and Structur ranges.

You say that you launched Amaris Gingiva, another innovative restorative, in Singapore last year. What response has the material received from the dentists?

The response has been very positive. Dentists in South-East Asia like this product very much. Amaris Gingiva is currently the only highly aesthetic light-curing restorative in gingival shades that can be used chairside.

When it comes to new products and innovation, companies usually focus on big trade shows like IDS or the Midwinter Meeting in Chicago. But do you have in store for IDEM?

You are correct. Generally, we present new products here in Singapore after we have launched them at other meetings. However, this time we will also showcase our new product GrandTec alongside several established products like Grandio, Grandio Flow, Amaris, Amaris Gingiva, Structur, Ionoseal, Futurabond and GIC.

GrandTec is a glass-fibre strand impregnated with light-curing, methacrylate resin in an uncured condition. It was developed for application in traumatology, periodontology, orthodontics, conservative dentistry and prosthodontics. The glass strands can be equally applied to natural teeth, models and impressions, and adhere after light-curing.

GrandTec is intended to ensure the stability of the teeth after orthodontic and periodontic treatment. It can also be used as a base for replacing missing teeth, as well as locking and splitting avulsed or loosened teeth.

It thus provides fragment anchorage after fractures, as well as reinforcement to provisional, composite-based crowns and bridges.

The glass strands can also be used for the temporary or semi-permanent treatment of a tooth space using an extracted, natural tooth, as well as temporary treatment during ossointegration of an implant.

Thank you very much for the interview.