Passion for dentistry
A simple message highlighting a strong commitment to the dental profession

Passion for Dentistry brings Sirona's mission statement to life. A strong commitment to continuous innovation and the diligent design of high-tech products allow Sirona to provide the world's most future-oriented dental solutions.

Passion for Dentistry stands for enthusiastic employees, innovative products and customer-oriented service. These vital elements make Sirona one of the most reliable partners for achieving continued success. Sirona serves dental practices, clinics and laboratories with the tools they need to take on the future.

Sirona profile
Sirona is a dental technology leader and has served dealers and dentists worldwide for more than 150 years. Their leading global position rests on our commitment to technological innovation, manufacturing excellence and international sales expertise. This, combined with a highly skilled workforce, enables them to deliver and distribute products and services that give their customers the advantages necessary for today's and tomorrow's demands.

All Sirona products represent the cutting-edge of modern dental treatment, research and development. An example of this can be seen in our introduction of the inLab system, which instantly made Sirona the leader in CAD/CAM Systems in the laboratory market.

The company was founded in 1997 as a result of a private equity buyout of the former dental division of Siemens AG. In 1998, following the sale of its trading sector, Sirona was restructured to concentrate solely on manufacturing activities.

In June 2006, Schick Technologies, Inc., the US introral radiographic imaging specialist, was successfully taken over as part of a reverse merger. Since then, Sirona Dental Systems, Inc., has been listed on the NASDAQ, the US exchange for technology stocks, and has opened a new chapter in the history of the company. Sirona currently has a staff of around 2,200 employees.

Constantly investing in research and development ensures that they remain an industry leader in dental innovation and quality applications. Their unique expertise in integrated dental systems, dedication and insight is helping to shape the future of dental technology around the world.

Innovative new dealer
With long standing presence in the dental market, Blueprint Dental has been serving the industry with a keen focus on innovation.

Developed for the discerning dentist, Blueprint Dental is an innovative organisation providing cutting edge dental supply and service solutions.

Innovation in the dental world has yet to be defined with a benchmark, our presence is designed to ensure that for those that wish to lead their practice to clinical and commercial excellence – there is a partner prepared for the challenge to facilitate these goals.

Our range of services encompasses full detailed and integrated knowledge of dental surgery and practice design, equipment sales and service, with expert knowledge in treatment centres, dental furniture design including HTM0105 compliancy and sterility assurance, digital imaging solutions, hygiene and plant equipment, lasers, CBCT as well as a developing range of table top equipment and handpieces.

Our objective is to service our clients as trusted partners ensuring they have all they require to run their businesses both efficiently and as reliably as possible, both in service, support and product lines. This lies at the very heart of everything we do.

Blueprint Dental are looking forward to offering the Sirona product line to dental market, and are passionate about developing an outstanding Sirona sales and service dealership that will enrich Sirona’s place in the market.