“Foreign markets are very important to us”

An interview with Olaf Sauerbier, CEO of VOCO GmbH, Cuxhaven, Germany

The company VOCO based in Cuxhaven at the northern coast of Germany is an established international provider of high-quality dental materials. Amongst products for restorative dentistry, they also offer a wide range of materials and preparations in the field of prosthetics and prophylaxis. Dental Tribune Group Editor Daniel Zimmermann spoke with Olaf Sauerbier, CEO for Marketing and Sales, about new products and aesthetic trends in restorative dentistry.

Daniel Zimmermann: The Association of Dental Dealers in Europe (ADDE) has recently predicted growth rates above 5 per cent for most European dental markets.

Olaf Sauerbier: To be honest with you, the recession never really caught us. We usually tend to perform slightly better than the overall market and expect to be no different for this business year. The year 2010 has started off better than last year ended and we have seen some significant growth in most business segments in Q1/Q2.

Although we have invested significantly in our German businesses by extending our sales team by 15 new employees, foreign markets are very important to us. At the moment, we are expanding our existing businesses worldwide, especially in North America. It will take a while before we are able to leverage sales of most of our highly flowable materials like Grandio Flow, Grandio Seal or Ionoseal.

Our gingiva-shaded restoration system Amaris Gingiva has also shown a good performance. We have to admit that the market for such a product is still small but, on the other hand, we see the demand for aesthetic restorations of exposed necks of teeth increasing due to demographic changes and people getting older. Those who have highly aesthetic requirements will find it hard to pass by this product.

Another bestseller has been the one-component light-curing nano-reinforced self-etch bond Futurabond M that we launched in SingleDose and in a 3-bottle value pack. Not to forget the Re- bilda Post System, an awarded complete set for post-endodontic treatment for placing 15 posts, that has been sold successfully in Germany and abroad within a short amount of time.

There are some segments in dentistry, in particular dental implants, that are struggling with decreasing sales. How is the situation in the market segments you are involved in? The recession might have had devastating effects on companies offering upscale materials and equipment but the situation in restorative and preventative dentistry is looking much more promising. In the sectors we are

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19:30, 5th October 2010

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Periodontics
Sarah Murray and Baldeesh Chana
Root Surface Debridement
19:30, 27th September 2010
19:30, 8th November 2010

SDR
Dr Trevor Bigg
Smart Dentine Replacement
19:30, 26 October 2010
19:30, 10 November 2010

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actively involved, such as prosthetics, prophyaxis or dental cements, we were able to achieve growth rates between 10–20 per cent last year.

Filling materials did not perform that well due to increasing market competition. There are plenty of new and innovative filling materials on the market right now and we have to invest a lot to stay ahead with new developments and products.

What trends do you see impacting the industry at the moment? All manufacturers are striving for a product that offers almost ideal properties for a filling material and exhibits the same physical properties as natural tooth substance. All our competitors are developing towards this ideal but we see us quite ahead. We have been working with nanotechnology since the early 2000s and launched our first nano-hybrid composite Grandio already in 2003. This product is still in high demand in Germany and many other markets.

But we did not stop there. With Grandio®SO, we are now able to present another nano-hybrid composite to the dental community that has outperformed our original expectations. Taking all its physical properties into account, it is probably the most dentinoid material on the market.

Do aesthetics play a more prominent role in the development of a composite? The primary goal is function. There is a place for aesthetics, too, but it must not compromise functionality or the stability of the filling. There are different points of view in dentistry regarding this matter right now but for us the primary goal cannot be highly opaque teeth that might be currently en vogue among Hollywood stars. In the US, for example, we found that dentists were using the white opaque shade of our flowable composite Grandio Flow for anterior restorations as this is usually the shade that most strongly bleached teeth have over there. Normally, we recommend it only to be used to whiten dark spots or in the case dentists absolutely need an opaque layer.

However, this is not the direction we want to go. Teeth have a natural translucency and we want to keep it that way. I believe with our current portfolio we can offer dentists a good solution to achieve long-lasting and natural aesthetic restorations alike.

Some European companies are developing specifically for the North American market. Is it the same with you? We sell exactly the same products in North America as we sell in Europe. Usually, most products are launched there six months after the have been put on the European markets. The only difference is the type of shades. In Germany, for example, the majority of dentists uses A3.5 which does not play any significant role in markets like the US where A2 is more common.

Will Grandio®SO be the main focus of your presentation at IDS next year and are you planning to introduce more products? Grandio®SO will be indeed the main focus of our IDS presentation but there are certainly other products that we intend to launch there. You will have to come to the show and see for yourself.

Olaf Sauerbier talks to DTI

Granito SO will be the focus for 2011

ANNUAL DENTAL TRIBUNE STUDY CLUB
SYMPOSIA AT THE GNYDM
NOVEMBER 28 – DECEMBER 1, 2010, 10:00 AM DAILY

For the third year in a row, the DTSC hosts its annual CE Symposium at the GNYDM, offering four days of focused lectures in various areas of dentistry. Find us on the Exhibition Floor in Aisle 6000, Room #3.

Each day will feature a variety of presentations on topics, which will be led by experts in that field. Participants will earn ADA CERP CE credits for each lecture they attend. DTSC is the official online education partner of GNYDM.

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For more information, please contact Julia E. Wehkamp, C.E. Director, Dental Tribune Study Club Phone: (416) 907-9316, Fax: (212) 244-7185, E-mail: j.wehkamp@DTStudyClub.com

SUNDAY, NOVEMBER 28

10:00 - 11:00 Vivian C. Graf, DDS, FACD BEAUTIFUL. GO WITH THE FLOW. COURSE: 3820
11:30 - 12:30 John Hudec, DDS LIGHT CURIED ADOHESIVE DENTISTRY: SCIENCE AND SUBSTANCE - COURSE: 3390
1:00 - 2:00 Martin Goldstein, DMD A SIMPLIFIED APPROACH TO MULTI-LAYER DIRECT COMPOSITE BONDING - COURSE: 3440
2:45 - 3:45 Jay Reitzick, DMD, MD 3D IMAGING AND CT-GUIDED DENTAL IMPLANT SURGERY - 3890
4:00 - 5:00 Luca Bortolotto, DDS, ANGA TOTAL FACIAL ESTHETICS FOR EVERY DENTAL PRACTICE - COURSE: 3460

MONDAY, NOVEMBER 29

9:00 - 11:00 M. Noel Brandt Snitker ECOS FRIENDLY INFECTION CONTROL: UNDERSTANDING THE BALANCE - COURSE: 4130
11:30 - 12:30 Gregor Koellman, DDS INCORPORATING NEW ADVANCES IN DENTAL MATERIALS AND TECHNIQUES INTO YOUR RESTORATIVE PRACTICE - COURSE: 4130
1:00 - 2:00 Various Speakers OPTIMIZING YOUR PRACTICE WITH 3D CONE BEAM TECHNOLOGY - COURSE: 3140
2:45 - 3:45 David Mcalister, DDS HIGH RESOLUTION CONE BEAM WITH PROFIXON 3D - COURSE: 3140
4:15 - 5:15 Various Speakers REVOLUTIONARY IMPLANT DESIGN UNVEILED: A COLLECTION FROM THE MASTERS - COURSE: 3140

TUESDAY, NOVEMBER 30

10:00 - 11:00 Hristo Panagakis, DMD, PhD DENTIN HYPERSENSITIVITY - NEW MANAGEMENT APPROACHES - COURSE: 3360
11:30 - 12:30 Greg Drummond, DDS LASERS IN PERIODONTAL THERAPY - COURSE: 3120
1:00 - 2:00 Dev Almagro, DMD INTRODUCTION TO CONE BEAM CT (CBCT), ESPECIALLY AS IT PERTAINS TO PREVENTION OF FAILURES IN ORAL IMPLANTOLOGY - COURSE: 3170
2:45 - 3:45 Maya Ryp, DDS DETECTING CORONARY HEART DISEASE THROUGH PERIODONTITIS AND PERIMPLANTITIS - COURSE: 3140
4:15 - 5:15 Dwayne Karitone, DDS CONTEMPORARY CONCEPTS IN YOUTH RELAXATION: PARADIGM SHIFT - COURSE: 3150

WEDNESDAY, DECEMBER 1

10:00 - 11:00 W. T. Alcock BEST MANAGEMENT PRACTICE, WASTE MANAGEMENT FOR THE DENTAL OFFICE, AND OSHA COMPLIANCE - COURSE: 3640
11:30 - 12:30 Various Speakers HARD AND SOFT TISSUE LASERS - COURSE: 3670
1:00 - 2:00 Dr. David Hechter, M.D. REPRODUCING Aesthetic Results, Implants and More... - COURSE: 3170