Thriving on all-ceramics, Ivoclar Vivadent prepares for the future

Dental Tribune International recently visited the company’s headquarters in Liechtenstein

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ailed off by the majes-
tic elevations of the Rä-
tikon mountain range
and the Appenzell Alps, several
industrial hydraulic mixers are
continuously at work. Every now
and then, a worker brings new
barrels filled with raw materials
that are turned into a new com-
 pound that forms the base for
IPS e.max blocks from Ivoclar
Vivadent.

Launched on dental markets
for the first time seven years
ago, the game-changing dental
restorative system has earned
Ivoclar Vivadent from the small
European principality of Liech-
tenstein wide international ac-
claim as a provider of materials
for highly aesthetic all-ceramic
dental restorations. According
to some industry sources, it has
also defined the new gold standard in
ceramics, for example. The IPS
e.max CAD range has been ex-
panded and now covers all pos-
sible indications, from light ve-
neers to hybrid abutments and
bridges with three or more units.
To make it easier for customers
to navigate their way through Ivo-
clar Vivadent’s extensive product
offering, the entire portfolio was
redesigned into three main cat-
gegories: direct restoratives, and
fixed and removable prosthodontics.

The company has invested
heavily in its infrastructure re-
cently, with Euro 16m reported to
have been spent on a new build-
ning expanding its headquarters
in Liechtenstein, which is intended
to increase storage capacity and
hosts highend dental facilities
where the latest developments are
regularly put to the test under
clinical conditions. Moreover, the
manufacturing plants in nearby
Bütsch in Austria, where Ivoclar
Vivadent produces dental equip-
ment, such as its Bluephase cur-
ing light, and in Ambers near
Buffalo in the US have been ex-
panded too. New sales offices and
subsidiaries are planned in Russia and Ukraine, among
other countries, a step that will
expand the company’s already
large reach in 120 countries.

“Driven by our core business and
innovations, our goal is to come
out higher than the market aver-
age next year.”

Among the recent develop-
ments Ivoclar Vivadent launched
this year is Tetric EvoCeram
Bulk Fill, a further development
of its nano-hybrid composite
line, which the company says
was designed with a powerful
initiator for use with the bulk-fill
technique and for tooth resto-
rations in the posterior regions
that are difficult to reach. It also
introduced Bio: Universal KFG, a
golden, high-expansion univer-
sal casting for milling and the tel-
ecopic crown technique suited
to veneering low-melting special
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“A few years back, we decid-
ed to specifically target emerging
markets, which now helps us to
compensate for moderate growth
in established regions like Eu-
rope or North America,” Global
Region Head Asia/Pacific Chris-
tian Brutzer explained. “In In-
dia, for example, we have grown
from only 10 people in 2009 to
more than 80.”

According to Brutzer, the
emphasis on increased local
presence has not only facilitated
growth in most of these regions,
but also dramatically changed
the way the company is perceived
there. Education according to its
own standards is considered a
key factor for longterm develop-
ment, a concept that has found
its way into customer relationships
through the establishment of In-
ternational Centres for Dental
Education, which are intended
to offer training to existing and
future customers through lec-
tures and practical courses. Cur-
rently, the company maintains 25
of these centres worldwide, with
the largest one in Schaam itself,
where training laboratories are
occupied almost around the clock
by dentists and technicians from
all over the globe.

““All of our subsidiaries or
sales offices currently provide
some form of training. No other
company in the market invests so
much in education,” Richter said.

“The increase in solutions
available on the market has led to
customers doubting whether a given
clinic is the right one for them,” he
continued. “Therefore, we want our
customers to understand the fund-
amental advantages that come
with buying a product from us. In
this respect, we see an opportu-
nity to provide them with confi-
dence and peace of mind.”