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

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

Ivoclar Vivadent held an international expert symposium last year in Germany for the first time that was focused entirely on the system and the treatment results dentists are able to achieve with it in daily practice. According to Chief Sales Officer Josef Richter, the system still has much potential. "With IPS e.max, it is fair to say that we started a revolution in the field of fixed prosthodontics, as it provides a highly aesthetic and durable solution not only for single-tooth restorations but also for far more complex indications, like three-unit bridges," he recently told Dental Tribune International. In addition to the high market acceptance of its poster child product, Richter said that his company performed above the market average last year with its entire portfolio, including removable prosthetics and filling materials. Sales of clinical equipment and luting cements like Muva Automix and Vario link II, which is a matter of concern. As a result, we expect 2015 to be a difficult business year for the industry. However, expansion is still possible, if the market is growing slightly or at all," he predicted.

"Driven by our core business and innovations, our goal is to come out higher than the market average next year."

Among the recent developments 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 restorations in the posterior regions that are difficult to reach. It also introduced BioUniversal KFG, a golden, high-expansion universal casting for milling and the telecopic crown technique suited to veneering low-melting special ceramics, for example. The IPS e.max CAD range has been expanded and now covers all possible indications, from light veneers to hybrid abutments and bridges with three or more units. To make it easier for customers to navigate their way through Ivoclar Vivadent’s extensive product offering, the entire portfolio was redesigned into three main categories: direct restoratives, and fixed and removable prosthetics.

The company has invested heavily in its infrastructure recently, with Euro 16m reported to have been spent on a new building expanding its headquarters in Liechtenstein, which is intended to increase storage capacity and house high-end dental facilities where the latest developments are regularly put to the test under clinical conditions. Moreover, the manufacturing plants in nearby Burs in Austria, where Ivoclar Vivadent produces dental equipment, such as its Bluephase curing light, and in Amherst near Buffalo in the US have been expanded 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.

"A few years back, we decided to specifically target emerging markets, which now helps us to compensate for moderate growth in established regions like Europe or North America," Global Region Head Asia/Pacific Christian Brutzer explained. "In this respect, we see an opportunity to provide them with confidence and peace of mind."