



PRESS RELEASE

Kulzer at the IDS

A dental company up close

Hanau/06.03.2019. At the IDS 2019, Kulzer presents a hands-on format, showcasing the company as a competent partner for both tailored analogue and digital workflows in dental laboratories and dental practices. Visitors to the stand will have the opportunity to touch, discover and to try out more products than ever before. The company will offer a varied programme with individual tours of Kulzer's stand and live demonstrations with world renowned experts, along with presentations of new products.

The dental company from Hanau, Germany, comes up with a special plan for this year: Interested visitors can take a personal 5-minute tour through the stand, which will introduce them to the most significant new products and highlights. This offers visitors the benefit of quick orientation so they can ultimately decide which topic they would like to discuss further with a Kulzer product expert. These short guided tours can be reserved in advance starting from 18 February 2019 by visiting www.kulzer.com/IDS Of course, the tours can also be arranged at the spur of the moment.

The fair stand, at its usual place in Hall 10.1, will be divided into three areas of expertise: chair-side solutions, crown & bridge workflows and prosthetic production. Whether analogue or digital, every product area is accompanied by a competent dental adviser from Kulzer, who will guide the visitors in trying out the products for themselves.

Every day, the centrally located demonstration desk will host a large number of stimulating presentations and live demonstrations of renowned German and international opinion leaders from dental laboratories and clinics. The live demonstrations can be viewed and commented on live through a new Instagram channel. This means that both on-site visitors and those tuning in remotely can interact with the experts directly. Master Dental Technician Joachim Werner will bring his JoStage to demonstrate how to set the perfect stage for dental restorations. He developed a mobile tooth studio that "fits in your pocket" to make it easy for users to take professional-grade dental photographs in the laboratory or clinic.

At IDS, Kulzer will also present its new customer magazine WE, which will be available in two editions: one for dental practices and one for dental laboratories.

Before, during and after the IDS, trade visitors can learn more by visiting Kulzer's IDS website at www.kulzer.de/IDS or the company's social media channels on Facebook, YouTube and Instagram. The website will be updated on a weekly basis to present new fair highlights. Interested persons can also sign up for the IDS newsletter.

Kulzer's stand at the IDS in Cologne, Germany, can be found in Hall 10.1, Stand A010/C019.

Press photos:



Fig. 1: Welcome to Kulzer



Fig. 2: The Kulzer booth at IDS



KULZER
MITSUI CHEMICALS GROUP



Fig. 3: A lot to discover at Kulzer



Fig. 4: WE – The new Kulzer customer magazines for practice and laboratory

(Press photo credits: © Kulzer)

(Press photos approved for use with print and online media)

More information about Kulzer:

Website with information on the company and products: www.kulzer.com

YouTube channel with practical tips and tricks: www.kulzer.com/youtube

Kulzer facebook page with the latest news from Kulzer: www.facebook.com/kulzer

Instagram channel with exclusive insights: instagram.com/kulzerinternational



KULZER
MITSUI CHEMICALS GROUP

Kulzer GmbH

As one of the world's leading dental companies, Kulzer has been a reliable partner for all dental professionals for more than 80 years. Whether aesthetic or digital dentistry, tooth preservation, prosthetics or periodontology, Kulzer stands for trusted and innovative dental products. With optimal solutions and services, Kulzer aims to support its customers in restoring their patients' oral health in a safe, simple and efficient way. For this purpose, 1500 employees work in 26 locations in the fields of research, manufacturing and marketing.

Kulzer is part of the Mitsui Chemicals Group. The Japanese Mitsui Chemicals Inc. (MCI) based in Tokyo owns 131 affiliates with more than 17,200 employees in 27 countries. Its innovative and functional chemical products are as much in demand in the automotive, electronics and packaging industries as in environmental protection and healthcare.

Number of characters (including spaces): 2,678

Press contact

Kulzer GmbH
Head of Communications
Nina Pauker
Leipziger Straße 2
63450 Hanau, Germany
www.kulzer.com
Telephone: +49 6181 9689-2482
nina.pauker@kulzer-dental.com