



## **PRESS RELEASE**

### **WE – THE DENTAL MAGAZINE BY KULZER**

#### **Closer to the customer and their patients' needs**

**Why is the treatment of multimorbid patients so challenging? How do you keep motivation of your employees high when uncertainty surrounding you and economic fluctuations increases? In the second edition of their new customer magazine *WE*, Kulzer answers these and other questions dental professionals deal with in their everyday life.**

Hanau/14.11.2019. The dental market is changing, which in turn demands original ideas and solutions. Shaping the laboratory and practice of the future has never been more important. Therefore, Kulzer's new customer magazine has a clear priority: the customer's needs. The dentist's issue deals with the phenomenon of multimorbidity and the complexity of it. As there is a lack of evidence-based guidelines for dealing with several diseases at the same time, dentists most often must find their own way out of the multimorbidity labyrinth – and this edition's authors offer ways out of it.

In the dental technicians' issue, *WE* explores employee motivation and similar themes, e.g. renowned laboratory owners from three different countries give insights which changes they have made to increase employee motivation and engagement.

#### **WE – close cooperation with dental professionals**

The development of the customer magazine followed Kulzer's vision and how Kulzer interacts: As partner of dental professionals. The leading question was: How can a magazine add value to their work? Through focusing on topics that are truly relevant to the industry and that will help dental professionals to improve their practices and laboratories.

The outcome is most relevant content not only created for the customer but also often created together with customers. "Dental professionals share insights into their work and workplace with us and colleagues. Every edition is a product of close collaboration – we do it together. That is why we decided to name our magazine *WE*", states Jens Kehm, Senior Marketing Manager at Kulzer.



Kulzer's customer magazines – one version with focus on dentists, one version for dental technicians – are published twice a year in over 20 countries around the world in English, German, French, Spanish and Italian. The magazines are available printed and online via [www.kulzer.com/we-dent2](http://www.kulzer.com/we-dent2) (The dent magazine) and [www.kulzer.com/we-lab2](http://www.kulzer.com/we-lab2) (The lab magazine).

The magazine focuses on topics that dentists and dental technicians deal with in their everyday life and informs about tips and tricks, current studies and trends in the dental industry.

### Figure



The second edition of Kulzer's new customer magazine for dentists and dental technicians deals with employee motivation and labyrinth of the multimorbidity.

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### More information about Kulzer:

Website with information on the company and products: [www.kulzer.com](http://www.kulzer.com)

YouTube channel with practical tips and tricks: [www.kulzer.com/youtube](http://www.kulzer.com/youtube)



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Kulzer facebook page with the latest news from Kulzer: [www.facebook.com/kulzer](https://www.facebook.com/kulzer)

Instagram channel with exclusive insights: [instagram.com/kulzerinternational](https://www.instagram.com/kulzerinternational)

## **About Kulzer**

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 13,400 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.

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