



PRESS RELEASE

Showcasing the solutions of tomorrow

Kulzer at the International Dental Show 2017

Hanau/14/2017. New technologies, expert exchanges and exciting live demos – at the 37th International Dental Show (IDS), visitors to the Kulzer booth gained first-hand insights into integrated solutions for smooth workflows in dental practices and labs. The highlight was the 3D printer cara Print 4.0, which attracted plenty of attention. The Hanau-based dental supplier's new corporate design also proved popular.

With the large, green tooth icon right at the heart, Kulzer's booth at this year's IDS stood out from a distance. More visitors than ever before dropped by – including many international visitors – and were able to see the company's new corporate design up close on 660 m² of space. It went down well. "The new design is a great fit for Kulzer," said Andreas Kimmel, a dental technician from Koblenz, Germany. "It represents the linear, innovative strategy of the company. I was also impressed with the expert knowledge of their consultants." Visitors to the booth could also experience the entire dental workflow, step by step – from the use of the intraoral scanner cara Trios in practices, to aesthetic veneering in labs. "This allowed the public to get to know us as a partner for integrated solutions," explained Novica Savic, Chief Marketing Officer at Kulzer. "With products that will be even more connected and integrated from now on, we are helping to ensure efficient processes in labs and practices. Under our new name, Kulzer, we remain a reliable partner for dental technicians and dentists."

3D printer pulls in crowds

The 3D printer cara Print 4.0, along with its printing materials and the polymerization unit HiLite Power 3D, was especially popular. "The cara Print 4.0 is not only fast, it is extremely precise. It accurately renders even the smallest details, and is very appealing from a price perspective," explained Dr. Ulrich Koops, Group Product Manager for Digital Fixed Prosthetics at Kulzer, to the numerous visitors at the booth.



Digital and analogue innovations

As well as its 3D printer, Kulzer presented other innovations for digital manufacturing in labs. Take the model scanner cara Scan 4.0, which offers dental technicians a compact scanner with high precision secured. In addition, with cara Mill 2.5, cara Mill 3.5 and cara Mill 3.5L, Kulzer offers various milling machines with different production volumes – suitable for every requirement and attuned milling materials. When it comes to the dima material-discs, dental technicians can choose between zirconium dioxide with different grades of translucency and multilayer, plus PMMA – and, since the IDS, even wax.

Kulzer also remains innovative when it comes to classic dental materials: for example, Hera Moldarock® Royal is a new super hard plaster that combines the excellent characteristics of Type 4 plasters and is demoldable after just 30 minutes. Meanwhile, the new eco-alloy Herastar AU, which contains 33 percent gold, offers a cost-effective alternative to alloys with a high gold-content, while also matching them in terms of processing properties.

Products in action

In dental technology demonstrations, experienced speakers like Thomas Backscheider, Dieter Ehret, Björn Maier and Rüdiger Neugebauer showed how users can achieve outstanding results with ceramics, composites, gingival shades, and more. For example, dental aesthetics specialists demonstrated how HeraCeram® Zirconia 750 can be used to achieve natural-looking veneerings and characterizations. A young dental technician watched their presentation: “I work with this ceramic myself, so it’s very interesting to hear what kind of practical tips the experts have up their sleeves.”

Images



Fig. 1: Novica Savic, Chief Marketing Officer, Akira Misawa, Chief Executive Officer, and Marc Berendes, Chief Sales Officer (left to right), officially opened the booth.



Fig. 2: The innovations and the new corporate design on display caused plenty of excitement at the Kulzer booth.



Fig. 3: Dr. Ulrich Koops presented cara Print 4.0 to interested visitors.



Images of live demos



Fig. 4-6: Dental technician Thomas Backscheider, master dental technician Björn Maier and dental technician Rüdiger Neugebauer (left to right) showed how the veneer ceramic HeraCeram® Zirconia 750 and the complementary HeraCeram Stains universal can be used to achieve an individual aesthetic.



Fig. 7: cara Print 4.0 received a lot of attention: Master dental technicians Hans-Frieder Eisenmann and Sascha Morawe showed the 3D printer in action.



Fig. 8: Master dental technician Dieter Ehret demonstrated how Pala cre-active can be used to achieve a natural characterization of the denture base.

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About Kulzer

As of July, dental manufacturer Heraeus Kulzer will operate under the new name of Kulzer. With its name change, the Hanau company will focus on the strengths that have made Kulzer successful: strong partnerships with users, dealers and universities, best-in-class materials and innovations, and a service portfolio that's unique in the market. With its name change, the Hanau company will focus on the strengths that have made Kulzer successful: strong partnerships with users, dealers and universities, best-in-class materials and innovations, and a service portfolio that's unique in the market. Kulzer's new corporate design made its debut on the world stage at the International Dental Show (IDS) in Cologne in March. For customers, the change of name will have no impact on their relationship with the company.

Heraeus Kulzer GmbH is one of the world's leading dental companies with its headquarters in Hanau, Germany. As a trusted partner, the company supplies dentists and dental technicians with an extensive product range, covering cosmetic dentistry, tooth preservation, prosthetics, periodontology and digital dentistry. More than 1,400 employees at 26 locations worldwide are driven by their expertise and passion for the dental market and embody what the name Heraeus Kulzer stands for: service, quality and innovation.

Heraeus Kulzer has been part of the Japanese Mitsui Chemicals Group since July 2013. Mitsui Chemicals, Inc. (MCI) is based in Tokyo, and has 131 affiliates with more than 13,400 employees in 27 countries worldwide. Its innovative, practical chemical products are as much in demand in the automotive, electronics and packaging industries as they are in other fields such as environmental protection and healthcare.

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