Putting People First with Science and Technology

An interview with Martin Rolfe, Area Manager Asia Pacific, W&H Asia Pacific

The Austrian family-run company W&H Dentalwerk Bürmoos GmbH, with its head office in Bürmoos near Salzburg, is one of the leading suppliers of dental precision equipment globally. With over 800 employees throughout the world, W&H exports more than 95% of its products to over 80 countries.

With a total of three production sites in Bürmoos (Austria) and Pedrignano (Italy), eleven W&H distribution agencies in Europe as well as eight regional offices, W&H ranks among the most innovative companies in the dental world today.

Our corporate philosophy shapes our business partnerships, as these demand trust between users, sales partners and W&H. Team spirit, harmony and responsibility also have a major influence on this family enterprise, as these are essential for the satisfaction of customers and employees alike.

How does the Australian market differ from the rest of the Asia Pacific in terms of meeting customer needs?

All the world markets are valued and treated equally by W&H. A measure of our commitment lies in our company slogan “People have Priority”. Fifty percent of the world’s population live in the Asia Pacific region. Dental companies located in continental Europe must look beyond their traditional base to grow their businesses.

Your company makes products for the areas of dental instrumentation, surgery, hygienic maintenance, and for the dental laboratory. What can you tell us about the process undertaken to create new products in these different areas?

The control of research for the well-being of people means working with care and responsibility, putting people first, with science and technology at the service of mankind. W&H takes its responsibilities seriously.

Experienced personnel at W&H design and develop precision dental instruments and equipment in close cooperation with scientists and research workers. This takes several years experience in the dental industry, W&H is recognized as a leading dental supplier in Hong Kong and China, distributing a wide range of products including VITA, W&H hand-pieces and sterilizers.

What sort of product testing do you undertake before a product is ready for sale to customers?

A comprehensive in-house bench and laboratory testing is undertaken, in fact W&H has invested heavily in purpose-built sophisticated testing facilities. This is followed by extensive field trials by end users in a variety of international markets.

What about after a new product is released, do you make regular follow-ups with those who purchase a new product in order to confirm that everything is running smoothly?

After Sales Support, both commercial and technical, form the cornerstone of W&H’s commitment to world markets. In fact, recently a European-based customer survey identified that W&H excelled in After Sales Support for its customers.

Have you ever tailor-made a product for someone, or made special adjustments to a product you already have for a particular customer?

Products are continually adapted or developed for particular or specialized demand. W&H prides itself on our special relations with particular governments bodies. It is a pleasure to receive positive feedback from the various markets. This reinforces the fact that W&H is on the right track.

How long have you worked at W&H?

Eleven years.

What is the most enjoyable thing about your work?

Communication at all levels from our dealers to general dentists to specialists and, of course, government bodies. It is a pleasure to receive positive feedback from the various markets. This reinforces the fact that W&H is on the right track.

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W&H is an international company; what can you tell me about its presence in Australia and the Asia Pacific region?

As a leading dental supplier, TESCO is recognized for its exceptional technical support and after-sales services to support the practice of every customer in Hong Kong.

What is the most enjoyable thing about your work?

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What was your W&H established?

1980 in Berlin by the engineers Weber and Hampel. W&H also collaborates and supports many research projects where the end result is utilized in our product range.

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What is the most difficult thing about your work?

The challenges of regional representation present us opportunity. You must enjoy what you do if you are to make an impact. With the strong support of my senior management I can go forward and support our regional partners in a manner that gives them confidence in our complete product range.