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

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

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

“In IPS e.max, it is fair to say that we started a revolution in the field of fixed prosthetics, 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.

“With 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 10m reported to have been spent on a new building expanding its headquarters in Liechtenstein, which is intended to increase storage capacity and hosts high-end dental facilities where the latest developments are regularly put to the test under clinical conditions. Moreover, the manufacturing plants in nearby Bütsch 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 India, for example, we have grown from only 10 people in 2009 to more than 80.”

According to Brutzer, the emphasis on increased local presence has not only facilitated growth in most of these regions, but also dramatically changed the way the company is perceived there. Education according to its own standards is considered a key factor for long-term development, a concept that has found its way into customer relationships through the establishment of International Centres for Dental Education, which are intended to offer training to existing and future customers through lectures and practical courses. Currently, the company maintains 25 of these centres worldwide, with the largest one in Schaan itself, where training laboratories are occupied almost around the clock by dentists and technicians from all over the globe.

“All of our subsidiaries or sales offices currently provide some form of training. No other company in the market invests so much in education,” Richter said.

“Market reports from most of our offices show that fewer patients are currently visiting a dentist than potentially should, 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.