



KULZER
MITSUI CHEMICALS GROUP

PRESS RELEASE

At your service: Kulzer Service Organization launched to provide unprecedented customer support

South Bend, IN 07/13/2017. **Kulzer today announced the launch of the Kulzer Service Organization to significantly enhance the support the company provides to customers of its rapidly evolving products and solutions in the United States and Canada.**

“As we continue to launch highly innovative, service-oriented equipment and software products, it is essential that we provide our valued customers with a level of support that enables them to take full advantage of these products’ unique benefits,” said Mathew Mulherin, Kulzer Vice President, Sales & Marketing, USA & Canada. “We believe the design of the Kulzer Service Organization reflects the innovation of the award-winning products it’s been created to support.”

Over the past several months, Kulzer executives and managers have worked to design a new kind of organization to give its customers an exemplary service experience regardless of whom in the organization they are speaking to or what issue they are trying to resolve. The Kulzer Service Organization Mission Statement reads as follows:

To provide unprecedented service to our customers by combining our unsurpassed product knowledge, digital expertise and long-standing experience to resolve customer concerns, technical issues and questions with exceptional efficacy, efficiency and warmth.

“Having a single service organization encompassing various areas of focus and expertise will allow us to better manage the service experience holistically and deliver a truly world-class customer experience,” said Mr. Mulherin. “We pride ourselves on our loyalty to our customers, and we feel the support we’ll be providing with the Kulzer Service Organization, coupled with the quality of our products, will only enhance the Kulzer experience for our loyal customers.”

The new service organization will be available to answer questions from dental practices and labs, distributor sales representatives, the Kulzer sales team, and even patients. The reduction in touch points will make the customer support experience much more efficient, and the improvement in outcomes will make the experience much more fruitful.

“Everything we do at Kulzer starts with the question, ‘How can we provide better value to our customers?’,” said Mr. Mulherin. “We are confident that the Kulzer Service Organization will be of great benefit to our customers in the immediate future, and of even greater benefit as it grows and evolves over time.”

About Kulzer GmbH

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 Kulzer stands for: service, quality and innovation.

Kulzer, which changed its name from Heraeus Kulzer as of July 1, 2017, 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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