

Press release

Heraeus Kulzer becomes Kulzer
Rediscover a reliable partner

Hanau, Germany, January 26, 2017 – **From July, dental manufacturer Heraeus Kulzer will operate under the new name of Kulzer. Supported by its strong parent company Mitsui Chemicals, the Hanau-based firm will continue to expand its services and development activities. Kulzer’s new corporate design will make its debut on the world stage at the International Dental Show (IDS) in Cologne in March. But customers can find out what to expect already now on the company’s website.**

The Japanese Mitsui Chemicals Group took over the dental division of Heraeus three-and-a-half years ago. The acquisition opened up new market opportunities for Heraeus Kulzer, and generated new geographical and technological synergies. By changing its name, the company now is completely separated from its previous owner and will target new growth. Mitsui Chemicals is fully supportive of the new strategy and the ambitious expansion plan for Kulzer’s product and service offerings. The basis for its success will be the same strengths that have made Heraeus Kulzer the successful company it is today: strong partnerships with users, retailers and universities, as well as efficient solutions for dental practices and laboratories.

Giving a hand to oral health

“We remain the reliable and trusted partner for dental technicians, dentists, and the dental trade,” highlights Novica Savic, Chief Marketing Officer at Heraeus Kulzer. “Our goal is to give users the best possible solutions so that they can restore their patients’ oral health and well-being in a safe, more convenient and cost-effective way. That’s why we’re continuously expanding our portfolio. In

future, we will also be focusing our attention on new services for our customers around digital opportunities for dental practices and laboratories. We are convinced, that is the only way we can grow together.”

New look to be unveiled at the IDS

At the IDS in March, Kulzer will showcase new materials, technologies, and services for more efficient processes, and will introduce its new corporate design. The Hanau-based firm can already announce that the round tooth icon will be integrated into the logo. For customers, the change of name will have no impact on their relationship with the company. They will continue to have access to the entire portfolio of proven dental products and their normal contacts at Kulzer. More information about the new name and strategy can be found online at www.heraeus-kulzer.com/webecomekulzer, as well as on the company’s Facebook page at www.facebook.com/heraeus-kulzer.

Figure



Fig. 1: The round tooth icon is part of the new Kulzer logo.

(Figure released for the use in print and online media)

(Picture credits: ©Heraeus Kulzer)

About Heraeus Kulzer

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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