

Frequently Asked Questions about our new name and strategy

Here, you find answers to the most frequent questions regarding the change of name and the new strategic direction of Kulzer.

Q: I have heard that Heraeus Kulzer has changed its name to Kulzer. What else will be different?

A: Our new name is Kulzer. Beyond that, there are no changes that will directly affect your everyday business with us. What is new, however: We have a fresh and more modern design. Furthermore, our new solution-oriented approach will have a stronger focus on services to ensure efficient workflows in laboratories and dental offices. We will provide better and faster service and trainings. Our sales force representatives will sustain and expand the levels of support you are accustomed, too.

Q: When did Kulzer change its name?

A: Kulzer changed its name in July 2017. By changing our name now, we position ourselves independently from our former owner.

Q: Why is the new name „Kulzer“?

A: Kulzer internationally stands for pioneering spirit, innovation and decades of experience in the dental market as well as for the world's first heat-curing denture acrylic „Paladon“ that entered the market in 1936. Kulzer is a well-established brand – that is why we decided to use it as our new name.

Q: Do you have more information about Mitsui Chemicals Group?

A: Kulzer is part of the Mitsui Chemicals Group since July 2013. The Japanese Mitsui Chemicals Inc. (MCI) based in Tokyo owns 131 affiliates with more than 13,400 employees in 27 countries. Its innovative and functional chemical products are as much in demand in the automotive, electronics and packaging industries as in environmental protection and healthcare.



Q: What is the (new) strategic direction of the company Kulzer?

A: We want to strengthen our top position and grow in the dental market, together with you. Our new solution-oriented approach with a stronger focus on services will ensure efficient workflows in laboratories and dental offices. We want to be your lifetime partner helping you to restore your patients' oral health and well-being in a safe, more convenient and cost-effective way.

Q: What about the product packaging: Can I still find everything I need?

A: All brand and product names will remain the same. From July 2017, the company logo is on the packaging. All products will still be easily identifiable to ensure efficient workflows in your dental office or lab. Over the coming months, the new logo will gradually be rolled out across all product packaging. The transitional phase from the existing packaging to the new one will take months – after all, Kulzer's entire portfolio features around 35,000 products.

Q: How will the service offering change?

A: Service is a focus area within our new strategy and service offerings will be extended. For our international sales and service organization, we will recruit 100 additional employees to ensure fast and solution-oriented services. For example, there will be more experts for digital solutions. We will improve our training offering and provide faster and more effective support when needed. Additionally, we will increase our consultative services in order to help making your workflow more efficient.

Q: Will the changes affect our cooperation?

A: There will be no changes to our cooperation. All contracts remain valid. Personal contacts remain the same, except for our new additional staff in sales and services.

Q: Will contact numbers change? How can I reach my contact person and the hotlines?

A: All contact details will remain the same.