Putting People First with Science and Technology

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

The Austrian family-held company W&H Dentalwerk Burm mood GmbH, with its head office in Bürm mood 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 Bürm mood (Austria) and Pedreguero (Italy), eleven W&H distribution agencies in Europe as well as eight regional officers, 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 are the major influences 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, hygiene 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 wellbeing 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 them over 50 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 sterilizer, HERAEUS KULZER, ROCKY MOUNTAIN ORTHODONTIC (RMO), ACHSSTEIL (Toyota Group) Magnetic Attachment, RENFEKT and MATIECH, etc.

Since 2002, TESCO has started the cooperation with W&H and distributing the products of W&H in China. With the expertise and experience of TESCO, W&H has secured a leading position in the high end dental market. TESCO will continue 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?

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.

How long have you worked at W&H?

Eleven years.

What year was W&H established?

1890 in Berlin by the engineers Weber and Hampel.

Contact Info

PO Box 246, Reeholzstrasse, 2240, Switzerland
Tel.: +41-61/965 2225
E-mail: marco.hill@wh.com
Web site: www.wh.com

Discretionary

This press release contains certain "forward-looking" and other statements, including statements regarding trial outcomes. These statements reflect the views of independent researchers and/or of management and are subject to known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to differ materially from those expressed or implied. These include risks related to the availability of funds and demand for the Group’s products, the potential for the Group’s products to become obsolete, the Group’s ability to defend its intellectual property, the Group’s ability to develop and commercialize new products in a timely manner, the dynamic and competitive environment in which the Group operates, the regulatory environment, changes in currency exchange rates, the Group’s ability to generate revenues and profitability, and the Group’s ability to realize its collaboration projects in a timely manner. Should one or more of these risks or uncertainties materialize, the Group’s ability to achieve its goals may be materially affected, and any forward-looking statements contained in this release are made as of this date and the Group does not undertake any obligation to update any forward-looking statements contained in this release as a result of new information, future events or otherwise.

Mark Hill
Corporate Communication
Tel.: +41-61/965 15 21 (office)
Tel.: +41-79/320 24 77 (mobile)
E-mail: mark.hill@wh.com

Straumann Holding AG, Peter Merian Weg 12, 4002 Basel, Switzerland
Tel.: +41-61/965 11 11
Fax: +41-61/965 11 01
E-mail: corporate.communication@straumann.com
Homepage: www.straumann.com

Contact Info

Mark Hill
Corporate Communication
Tel.: +41-61/965 15 21 (office)
Tel.: +41-79/320 24 77 (mobile)
E-mail: mark.hill@wh.com

Straumann Holding AG, Peter Merian Weg 12, 4002 Basel, Switzerland
Tel.: +41-61/965 11 11
Fax: +41-61/965 11 01
E-mail: corporate.communication@straumann.com
Homepage: www.straumann.com

Contact Info

Mark Hill
Corporate Communication
Tel.: +41-61/965 15 21 (office)
Tel.: +41-79/320 24 77 (mobile)
E-mail: mark.hill@wh.com

Straumann Holding AG, Peter Merian Weg 12, 4002 Basel, Switzerland
Tel.: +41-61/965 11 11
Fax: +41-61/965 11 01
E-mail: corporate.communication@straumann.com
Homepage: www.straumann.com

30 Industry Report

DTAP0705_28_30_IRstraum  15.12.2005  12:18 Uhr Seite 2