Dental Tribune recently visited the company's headquarters in Liechtenstein

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

Josef Richter (left) and Christian Brutzer talking to Dental Tribune. (DTI/Photos Annemarie Fischer, Germany)

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In addition to the high market acceptance of its posterior child product, Richter said that his company performed above the market average last year with its entire portfolio, including removable prosthetics and filling materials. Sales of clinical equipment and luting cements like Multilink Automix and Variolink II increased by over 10 per cent, he said, despite unfavourable conditions that made it more difficult for the company to operate in regions affected by the economic crisis, such as Southern Europe.

"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 2013 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. "Driven by our core business and innovations, our goal is to come out higher than the market average next year."

The company has invested heavily in its infrastructure recently, with $16 million 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 Birs 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 that we wanted to be a golden, high-expansion unit in 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.

"The increase in solutions available on the market has led to confusion among many customers of what is right for them," he continued. "Therefore, we want our customers to understand the fundamental advantages that come with buying a product from us. In this respect, we see an opportunity to provide them with confidence and peace of mind."