



PRESS RELEASE

Heraeus Kulzer becomes Kulzer

Hanau/ 11.07.2017. **It is official: With the publication of the commercial register entry, the dental manufacturer Heraeus Kulzer will from now on operate under the new name of Kulzer. The Japanese Mitsui Chemicals Group took over the dental division from Heraeus four years ago. By changing its name, the company now is completely separated from its previous owner and will target new growth. Nothing will change for the customers; Kulzer remains the same reliable partner for all dental professionals.**

“We want to expand our top position and grow in the dental market – together with our customers”, says Akira Misawa, Chief Executive Officer. “With investments in product development and services we are able to support our customers with intertwining materials and solutions.” For this purpose, the dental manufacturer expands the development and service teams: 180 analog and digital specialists are being recruited worldwide. This helps Kulzer to support its customers to increase profit, efficiency and productivity in their dental offices and laboratories.

Along with the name change, Kulzer’s corporate design has had a refresh. At its heart is the logo, which underlines the company’s message with a strong word mark. “The tooth icon, with its youthful, green color, now clearly signify our self-conception: giving a hand to oral health,” says Jens Bewersdorff, Head of Corporate Marketing.

Around 35,000 products to get new packaging

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. At the moment, it is estimated that around 2,000 types of packaging can be found in Germany’s dental offices, labs, and dealers. Due to that high number, packaging will be supplied in both the new and old design while the transition period is in full progress. Preparations for the transition have already been underway for more than two years. “But dental technicians and dentists don’t have any need to worry. They will still be able to recognize Kulzer favorites like Venus[®], PALA[®] and Cara[®] in future,” continues Bewersdorff. “The logo may be new, but the packaging will retain its familiar look and feel.”



Integrated solutions to restore patients oral health

With its new name, Kulzer is positioning itself as a partner for integrated system-based solutions. With a larger R&D department, the company is developing on innovations that combine materials, technologies, software and services. “Every year we introduce sophisticated, tried-and-tested as well as sustainable solutions to the market which enable our customer restore oral health and improve quality of life for patients,” says Norbert Weber, Head of Global Product Management. “Our services and our team of expert advisors – who can be available on site to quickly resolve problems – are just as important. ‘This is us. This is Kulzer!’ means our products guarantee long-term satisfaction for users, and therefore the happiness of their patients.”

Figures





KULZER
MITSUI CHEMICALS GROUP



Fig. 1-3: From July 1, Kulzer packaging will feature the new logo and company name. Nothing else is changing – dentists and dental technicians will continue to receive the same trusted products.

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About Kulzer

As one of the world's leading dental companies, Kulzer has been a reliable partner for all dental professionals for over more than 80 years. Whether aesthetic or digital dentistry, tooth preservation, prosthetics or periodontology – Kulzer stands for trusted and innovative dental products. With optimal solutions and services, Kulzer aims to support its customers in restoring their patients' oral health in a safe, simple and efficient way. For this purpose, 1500 employees work in 26 locations in the field of research, manufacture and marketing.

Kulzer is part of the Mitsui Chemicals Group. 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.

Up to July 2017, Kulzer operated under the name of Heraeus Kulzer. By changing the name, Kulzer will focus on its strengths that have made it successful: loyal partnerships with users, distributors and universities, and, above all, highest quality materials, innovations and a spectrum of services that is unique in the market.

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