Frequently Asked Questions

Q: Where can we get information?
A: Please consult our Intranet. All tools are maintained in the Brandbox area on My.Straumann.

We agreed Regional Heads and Regional Marketing to trigger local information and implementation but Global Marcom reserved the right to push and monitor progress. We strongly recommend to use the tools and templates in the My.Straumann Brandbox. We'll also update the FAQ there with recent examples.

Q: What’s the global schedule?
A: The schedule follows local needs. HQ did the first steps and regional resp. local markets will follow.

   Jan 2017: Global announcement, selected areas rebranded
   Jan – Mar17: Local announcements, pylons
   Feb / Mar17: Annual Report, IDS / Straumann + Group Booth
   April – June17: Staged change where necessary, websites, no scrapping

Q: What does the Straumann Group stand for?
A: STMN-G forms an umbrella for other leading, aspiring and talented brands that stand for excellence, innovation and quality in dentistry.

Q: Will the “Straumann green” brand disappear?
A: The native “Straumann green” is the hero and legacy brand that is the foundation and it will still be the premium channel for premium products. In particular the extremely successful product branding will not be changed.

Q: Why do we implement an extra brand?
A: We observed a constant perception mismatch for Straumann as premium brand and Straumann as company brands that partners with other brands or owns them. While the idea to partner with other brands and to open up for more opportunities has been accepted very positively the brand confusion turned out to be become an obstacle – internally and externally. First conversations with customers, partner organizations and employees showed very good acceptance and results.

Q: What is main the difference between Straumann Group and Straumann
A: The Straumann Group brand mainly addresses investors, partners and dental service organizations while building a common ground of identification for all employees. It’s a home for brands in the premium and mid-range segment but doesn’t directly address dentists, labs or patients.

Straumann is a premium channel for premium products that addresses directly address dentists, labs or patients in the premium segment and stands for highest level of scientific evidence.

Q: How are the mid-range companies and brands going to be handled?
We have quite a few brands. So the answer might be long. To simplify it a bit: brands affiliated with the Straumann Group fall into three categories: fully or partly owned or partners.

- The affiliation of fully-owned global brands to the Group or brands in which Straumann has a controlling interest is expressed by the endorsing tagline ‘A Straumann Group Brand’ as part of the respective brand’s logo. This will be the case for Neodent, Medentika, Instradent, Elkon. Of course “Straumann” is also fully owned but that doesn’t need to be expressed with an endorsement.
- For partially owned brands or partners, an endorsing tagline ‘Certified Partner of the Straumann Group’ may be used as co-branding, underlining the commitment and quality promise based on partnership guidelines. This depends on mutual agreement and will be the case for Createch, Dentalwings and others but in can also be restricted to a certain market like for Anthogyr. We’re in the definition phase and have the full list ready soon.

Q: Are products going to be rebranded?
A: No products need to be rebranded. The Straumann Group is neither a distribution channel nor a product brand.
Q: Are products going to be re-registered?
A: No products need to be re-registered. The Straumann Group is neither a distribution channel nor a product brand. No legal manufacturer is going to be changed.

Q: Do employees get a new contract
A: It’s not necessary as no legal entity needs to be changed. We just change the logo in some areas.

Q: Do employees get new business cards?
A: It’s mostly about HQ Basel and leading teams. As a rule of thumb: those HQ employees get new business cards with the Straumann Group logo who are in charge of all brands i.e. CorCom, Investors, Finance, Purchasing, Legal, IT, HR etc. All other employees keep their cards. In any case, the legal entity in HQ on each business card is still Institute Straumann. No cards will be scrapped but used up.

Q: Do we now rebrand everything? What happens with Straumann affiliates?
A: As a guiding principle: we don’t scrap things but use them up. In HQ Basel we’ll change several areas to a combined branding. We’ll make clear that Basel is the HQ represented by the Straumann Group. The “hero” brand is still “Straumann”.

In a few countries where we have a mixed presence and where the opportunity is given for new signage or new branding (change of location) we may consider to have the Straumann Group branding.

Q: Why is the Straumann branding and the Group branding so similar?
A: First: we didn’t want to create a completely new brand as any new brand needs marketing money to build awareness. Second: Straumann is a wonderful and internationally highly estimated brand. With the similarity of the branding and the name we’d like to have a certain difference but clear parallels.

Q: What was the design rational behind the Straumann Group and its look?
A: The Straumann Group should appear quite modest and not “loud”. Imagery and design reflect trustworthiness, excellence, pureness, sustainability, power, nativeness etc. If the brands come together or appear together we’d like to avoid visual competitions and leave the product brand in the foreground.

Q: Are we now busy with ourselves losing the focus for the important things?
A: The Straumann Group brand will be implemented fast in early 2017 with no disruption to routine business. The costs for branding will be kept at a basic level and changes will be made prudently and staggered without scrapping materials. The implementation is planned to be finalized by summer 2017. Focus and strategy won’t change.

Q: What about Manohay? Any change?
A: We’re investigating this closely but today we can’t say if we change it or not. If it creates more advantage than disadvantages for our customers and target group we may change things.

Q: Are we changing Domains and Web-Domains?
A: We’re investigating this closely. The only URL / domain that is of some relevance today are either www.straumann.group or www.straumann-group.com., that have been registered on our behalf. There is no need to have other country URLs registered or blocked for specific countries. This may be solved differently (see https://bmwgroup.jobs/en_us/home) via subdomains. If this policy changes we’ll let you know. We strongly recommend to follow this plan and not to register domains uncontrolled as it needs to be orchestrated once we have a strategy there.

Q: Why do we stick to Straumann.com?
A: The dominating product brand and the hero and core brand is still “Straumann”. respectively in LAT it's “Neodent”. Today, there is no need to change the domain or the web-domain. Even if an affiliate will sell all brands it'll stay www.straumann.XY or hans.muster@straumann.com. By the way: COM is an accepted international indicator for kind of an umbrella similar as “group”.

Q: Do we change web-domain / mail-domain Manohay / Instradent / Neodent etc?
A: No. For the time being there is no change in the above mentioned companies as we didn't figure out yet what the consequences are. IT needs to be consulted first for a consolidated plan and midterm strategy. Hundreds of URLs may be impacted and much work may need to be done. So please let us do this in a coordinated way.

Q: We may have changes to do but we’re not sure – who to ask?

A: Contact marcom@straumann.com. We’ll align with Global and Regional Marketing and give you consolidated advice.