

Confidence to take different approaches



BEYOND CONTINUITY AT CONGRESSES

Confidence to take different approaches

The International Dental Show in Cologne attracted 160 000 visitors from 166 nations in 2019, underscoring its status as the world's largest dental event and confirming that dental congresses and shows continue to be an effective marketing platform. The IDS has been a major event for our company over three decades and in 2019, we used it to launch key innovations like Straumann BLX and SNOW – in addition showcasing more than a hundred new items.

Our key brands extended across seven large stands but the Straumann booth was in a league of its own. At its heart was the Arena of Confidence, which simultaneously provided a venue

for customer hospitality and interactive lectures given by experts and key opinion leaders, covering a wide range of topics from immediacy and full-arch restorations to ceramic implants, intra-oral scanning, 3D-printing, clear aligners, artificial intelligence and next-generation dentistry.

From the Arena, we broadcast more than 50 live sessions and lectures via the internet, attracting thousands of participants online. This new concept is a further example of moving beyond continuity.

[Watch the linked video](#) ▶

Our strategy to become a leader in all price segments

BEYOND THE FEAR OF CANNIBALIZATION

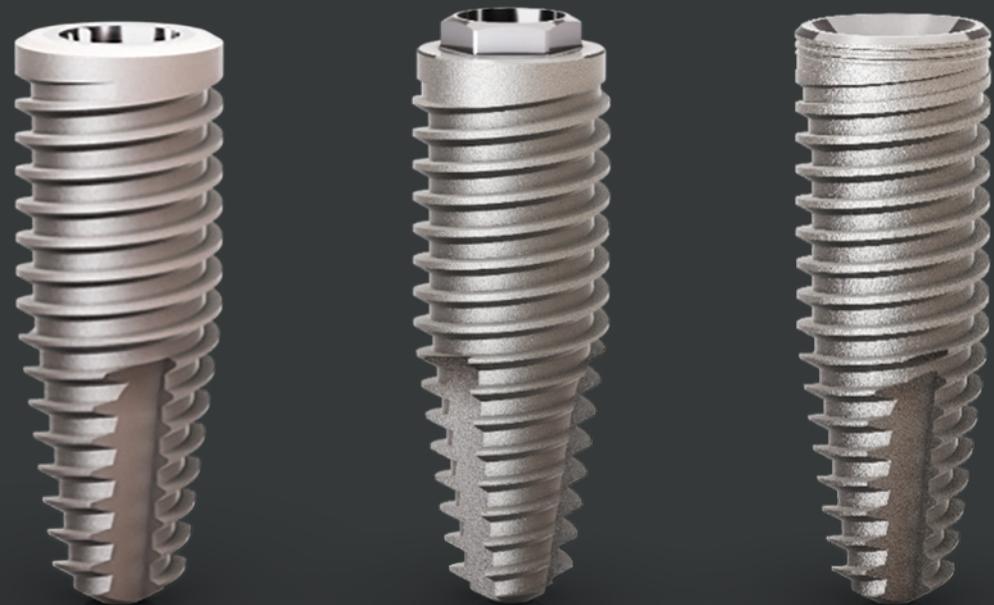
Our strategy to become a leader in all price segments

The economic recession of 2008–2010, the surge in low price competitors and the opportunities in emerging markets made it clear that we could not continue in the long term as an exclusively premium company. In 2012, we took our first step into the upper value segment by investing in Neodent in Brazil. Overcoming the concern of cannibalization, we extended Neodent to new markets and fuelled growth in our Swiss premium brand through innovation and a new pricing strategy. With the two businesses thriving, we intensified our efforts to penetrate the upper value segment by joining forces with Medentika in Germany and Anthogyr in France.

The logical progression was to create opportunities in the lower value segment – especially in emerging markets. We therefore invested in T-Plus in Taiwan, equinox in India and Zinedent in Turkey. In 2019, we had a unique opportunity to invest in Warantec, an established implant brand in Korea, who granted us distribution rights for their products outside Korea. Furthermore, we took over T-Plus and Zinedent.

Beyond this, we developed nuvo, a new brand of attractively priced implants made in Brazil. These are ready for launch pending regulatory approvals. These initiatives broaden our path into the lower value segment and enable us to offer high quality solutions for patients who have not been able to afford implant treatment.

nuvo™



BEYOND CONTINUITY IN INNOVATION

Ceramic technology to improve healing

Major projects, like our Straumann BLX and SNOW implant systems, can easily eclipse other innovations that are no less relevant or meaningful. The ceramic healing abutments we launched in 2019 are a truly differentiating innovation that exemplify this. Fitted to an implant after placement, they are designed to prepare and shape the gum around the implant during the healing period before prosthetic restoration. By comparison with titanium, ceramic (zirconia) is more favourable to soft tissue attachment and less prone to plaque formation¹⁻⁹. The new abutments thus support soft-tissue healing, although the most innovative thing about them is the fast, cost-effective production technique, which uses ceramic injection moulding instead of conventional milling. The technique was developed by Maxon Dental, the joint venture between Straumann and maxon motor.



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Expanding sustainably



In 2019, we significantly expanded clear aligner production in the US and began setting up aligner production units in Germany and Brazil. Our new factory in Curitiba (BR) produces implants and clear aligners.



BEYOND CONTINUITY IN PRODUCTION

Expanding sustainably

A company like ours cannot exist without continuity in production. Maintaining quality, ensuring availability, keeping in line with regulatory changes, and staying competitive are all areas where continuity is the expected norm. Beyond this, for 5 years we have experienced continued double-digit volume growth and have built capabilities to make and supply new products and solutions. To illustrate how challenging this is, when we launched our new BLX system in 2019, it comprised more than 500 components (SKUs) and by year-end we had sold more than 100 000 implants alone. On top of this, the Straumann Group introduced more than a hundred other new items during the year. Beyond continuity indeed!

To make this increase sustainable, we have seven major expansion projects, which are all on track (see p. 74 ff.). In Villeret (CH), the shell of our large new implant production building was completed in 2019 and interior construction began. In nearby Corgé, we created a permanent rather than temporary unit because we need more space in Villeret than expected. In Andover (USA), we rented an additional 3000 m² of space. In Curitiba (BR), we constructed a new factory in less than a year, which will produce our new implant brand nuvo. In Round Rock (USA), we expanded clear aligner production significantly. We also began setting up aligner production units in Germany and Brazil. Collectively, these projects will add 51 250 m² of production space.

BEYOND CONTINUITY IN CHARITY

Novos Sorrisos – giving smiles to the underprivileged

Edentulism is a real problem in Brazil where 11% of all adults and 41% over the age of 60 have no teeth. Because more than half the population are unable to see a dentist regularly, Neodent launched its Novo Sorrisos (New Smiles) campaign in 2016, which brings dentistry to local communities via a mobile clinic. To date they have travelled more than 11 000 kilometers and seen 5000 patients in 25 cities. In December, the clinic set up in front of Curitiba's Arena Stadium, home of the beloved Athletico Paranaense football team, and received patients for three weeks.

The public response has been so overwhelming that the Novo Sorrisos team acquired a much larger truck housing two treatment rooms fitted with state-of-the-art equipment and staffed by 200 volunteer dentists from various locations. Their ambition is to reach as many people as possible promoting not only oral health, but also self-esteem.

[Watch the linked video](#) ►

