

Swiss dental market: merger within the Breitschmid Group

Kriens, 01 July 2015 – On 1 July 2015, Curaden AG is to merge with Curaden International AG and Curaden IT Solutions AG. The focus of this one-company strategy is on digital networking and integration as success factors in the dental market and in dental practices.

Curaden International AG in Kriens, Switzerland develops oral health products and markets them worldwide. Curaden AG in Dietikon markets dental practice equipment and supplies to dentists, dental hygienists and dental laboratories in Switzerland. IT company Curaden IT Solutions AG develops dental practice management software for the dental market; in addition, it provides services for both Curaden AG and Curaden International AG.

One-company strategy

The three companies that will merge on 1 July 2015 have everything needed to assume a pioneering role in the dental market in future, too. The merger is part of the one-company strategy. Once a satellite, IT with its knowledge of networking and integration is now taking on a central role. "Our goal," says Ueli Breitschmid, owner and CEO, "is to develop from the dental trade into a technology-driven communications company, because the future of dental practices is in networking and integration and our IT products and services are the key to it." For example, a dental chair has already been developed that is connected to the Internet. Suppliers, for instance, will thus know immediately what needs to be delivered; insurance companies will know what services have been provided. Patient comfort is increased: while a patient is sitting in the chair, the dental impression is digitized and goes to the dental laboratory. Within sixty minutes, the crown with the correct texture and colour is ready and can be inserted. This direct link to dental technology eliminates a further dental appointment and lowers the risk of infection.

Subsequent steps will see new products and services that will advance the digitization of Swiss dental practices. Practices and patients are to be linked more closely to each other by new offerings, for example by the online booking of appointments and by prevention as a business model, Prevention One as it is called. "Implementation of all these in the Swiss market will be the basis of our international growth strategy," says CEO and owner Ueli Breitschmid, "Success in Switzerland is an international reference."

No redundancies

The new Curaden AG consists of 93 employees from the old Curaden AG as well as the 49 employees at Curaden International AG and the 9 employees at Curaden IT Solutions AG. There will be no redundancies; instead, this targeted growth requires an expansion of the team and thus the skills.

Ueli Breitschmid, owner of the Breitschmid Group, is the Chairman and CEO of the new Curaden AG. Claudio Fuchs, co-owner and so far Head of Laboratory Sales, will manage the Dietikon, Crissier and Riazzino locations. Michael Fluri, until now CEO of Curaden AG, will take on the key position of Business Development Manager in the management team. Eberhard Körn, Head of Sales for the Curaprox brand in Switzerland, Germany and Austria, will additionally assume responsibility for the Swiss pharmacy, laboratory and dental practice market. Marco Zavalloni, hitherto COO of Curaden International AG, will become COO of Curaden AG. Clifford zur Nieden, former CEO of the Swiss-Smile clinics, joins the organization as delegate to the Board of Directors.

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Curaden AG started as Hans Breitschmid's dental supply business, which was founded in 1954. His son Ueli entered the business in 1966 and, from 1972 on, developed the Curaprox oral health brand, which is now active in over 60 countries. Curaden AG is headquartered in Kriens, Lucerne, and employs 151 people. Curaden AG offers a full spectrum of teeth-cleaning products and services, from dentists' chairs via practice management systems to toothbrushes. Curaden AG sees its future in digital dental practices with prevention as a business model - for both dental and dental hygiene practices including dental laboratories as well as for end consumers.