

Curaden AG toothbrushes now manufactured in Switzerland

Kriens/Degersheim, September 2015 – Curaden AG’s newly formed company, Curaplast AG, started production of toothbrushes in Degersheim in August. The annual production of twelve million toothbrushes might be increased to more than 30 million.

Manufacture of the toothbrushes began in Degersheim in August 2015 on the former site of Paul Schindler AG where Curaplast AG set up a production facility for Swiss brand Curaprox toothbrushes. Worldwide, these toothbrushes are known to be “Made in Switzerland” and have been manufactured in Ebnat Kappel since the start of production in 1993.

A risk analysis had revealed that dependency on a single manufacturer was too uncertain, especially since increasing demand meant that this soon could no longer be met solely in Ebnat Kappel. For this reason, Curaden AG had been looking for a second partner for some time.

By coincidence, there was an opportunity to set up its own production facilities in Degersheim. It was thus decided to manufacture the toothbrushes themselves rather than to continue searching for a second partner. Within just one year, the production facilities were planned and built and Curaplast AG was founded. Production started in August 2015.

Around eight million Swiss francs were invested in the purchase of land and buildings as well as a completely new production plant. Seven jobs were created. Curaplast AG aims to produce 12 million toothbrushes a year. In three shifts and with two additional employees, more than 30 million would be possible. There will be no change in existing orders placed with Ebnat Kappel.

Curaplast AG is part of Curaden AG in Kriens (Switzerland), which distributes the Curaprox brand worldwide. In addition to dental-medical features, it is precisely the “Made in Switzerland” designation that is decisive for sales success in the global market. Turnover has been increasing for years; in 2014, the figure was almost 28 million toothbrushes worldwide, and rising. For Curaden AG, establishing Curaplast AG is a milestone in its 50-year history: it is now not only a trader but also a manufacturer.

Information

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Interview partners

Marco Zavalloni, CEO at Curaplast AG and COO at Curaden AG:

“Manufacturing in Switzerland means being able to manage processes optimally. This also makes competitive prices possible. Here, we can depend on the quality and reliability of our suppliers, coordination is perfect and this relates to machines and materials as well as to bought-in parts.”

Ueli Breitschmid, owner of the Curaden Group: “I’ve always said I’ll never be a manufacturer. But that’s what happens when you grow. I’ve promised Marco Zavalloni that I won’t visit the plant until it’s finished. I’ll see it for the first time at the official opening at the end of September. I can hardly wait!”



CEO Marco Zavalloni (on the left) and owner Ueli Breitschmid.