passion
vision
innovation
Here today, gone tomorrow

A corporate brochure in the digital age and in a time of great transitions? Do they even go together? My answer is yes. Although our company and the dental world are constantly changing and reinventing themselves, our fundamental values through these changes are not. Our employees, who are the heart and soul of our company, carry on these values. It is our people who matter: they develop visions and attain goals. They represent the Ivoclar Vivadent brand.

This brochure offers you a view behind the scenes of our company. Find out more about us, about our experience and about our spirit.

Christoph Zeller
Chairman of the Supervisory Board
The Ivoclar Vivadent values, strategies, products and services are based on three success factors: Passion – Vision – Innovation. They define our direction and shape the solutions we develop today for tomorrow’s dentistry.

**Passion** – Our customers and employees are at the centre of our attention. They are the basis for all that has been accomplished by our company.

**Vision** – We anticipate tomorrow’s needs and tomorrow’s market. This is the strength on which we base our product development and planning and by which we define the direction in which our company will go.

**Innovation** – Our goal is to continually challenge every product and process to find better, more effective and efficient solutions. We search for innovations that create opportunities for our customers.

We invite you to learn more about us. This brochure will help you to see our vision of the dental market, experience the innovation that we put into our products and to feel the passion of our people for our products, our customers, our company and for quality, aesthetic dentistry.

Robert A. Ganley
Chief Executive Officer
Our employees – the key to success

We can only meet our ambitious goals if we have a competent, enthusiastic workforce behind us: People who are looking for trailblazing solutions and who are willing to broaden their horizons continually. Our workforce of around 3000 employees passionately works towards transforming today’s vision into tomorrow’s reality.
Ivoclar Vivadent today

What began in Zurich in 1923 with the production of artificial ceramic teeth has evolved into one of the leading international companies with a comprehensive product portfolio for dentists and dental technicians. Ivoclar Vivadent AG is an innovative dental enterprise with its core markets in Europe and North America. In addition, the company continues to expand its presence in Asia and Latin America.

Ivoclar Vivadent AG has been a privately-owned company since its foundation. The company's headquarters are located in Schaan, in the Principality of Liechtenstein. From here, the company supplies its products to more than 120 countries around the world. We have a global presence with our local subsidiaries and branch offices.
Three areas of strength

Ivoclar Vivadent operates in three product areas. In these three areas we offer dentists and dental technicians products and product systems that support them across the entire treatment and fabrication process and enable them to achieve esthetic results.

Direct restoratives

Restorative materials have traditionally been a core strength of Ivoclar Vivadent. Consequently, a number of our materials have been ranking among the leading products in the dental market for years. In addition, effective bonding agents, high-performance curing lights, patient-friendly auxiliaries and high-quality care products facilitate the work of dental professionals in the direct restorative therapy.

Fixed prosthetics

Fillings, veneers (thin ceramic facets), crowns and bridges made of all-ceramic materials ensure highly esthetic restorations and have become an integral part of modern dentistry. Materials for metal-supported crowns and bridges, cutting-edge ceramic furnaces and a wide selection of alloys, luting cements for restorations and care products complement our range of materials in this product category.

Removable prosthetics

Ivoclar Vivadent also meets the exacting standards required by dental professionals in removable denture prosthetics. Age- and type-specific tooth moulds are part of the range just as are materials for highly accurate bite registrations, apparatus for the fabrication of high-precision dentures and advanced lab composites. Additionally, a range of coordinated products assists patients in the daily care of their dentures.
Ivoclar Vivadent offers advanced products and services for each phase in the life cycle of a tooth: from prevention to removable dentures. Our products and systems are based on coordinated high-quality components to facilitate state-of-the-art dental therapy and treatment methods and to ensure high levels of patient satisfaction.
innovation
Power through education

Ivoclar Vivadent is involved with high standards of training and further education, providing future-oriented, practically relevant knowledge. Our International Centre of Dental Education (ICDE) in Schaan is worldwide one of the most advanced course and education centres, comprising a variety of lecture rooms, laboratories, practice rooms and a 2000-square-metre lecture theatre. Regional training centres across the globe contribute to the remit of the ICDE and assure a high level of knowledge about our products. Our training and educational courses are widely attended by dentists, dental technicians, opinion leaders, dealers, dental assistants and employees. In the process, Ivoclar Vivadent has built one of the largest networks for dental education.

Confidence through quality

What nature has built is often perfect. Our goal is to imitate nature’s design as perfectly as possible. Ivoclar Vivadent sets standards for the quality of dental products around the globe.

Ivoclar Vivadent stands for confidence and experience in the dental world. The company’s fully fledged products are the result of research and collaboration with universities and users. We develop materials and equipment that satisfy our customers because of their functionality and aesthetics. Our products make it easy for dentists and dental technicians to maintain and restore the health of their patients’ teeth, achieving the best possible results.
Dental health through research

A research team is working on developing comprehensive treatment solutions across the world. Our scientists collaborate with renowned international institutes and universities.

Many of our developments, which are geared towards the needs of patients, have become part and parcel of daily dental practice. They result from the interplay between technical feasibility, market orientation and experience. Therefore, our innovations will become tomorrow’s standards.