



AESTHETICS, INNOVATION AND TRUST – “FEELS LIKE KULZER” AT THE IDS 2025

Kulzer will be presenting a wide range of new products and innovations for the dental industry at IDS 2025 under the motto “Feels like Kulzer”. Visitors can look forward to an inspiring trade fair stand that highlights both the new developments and Kulzer’s passion for esthetic and efficient solutions and offers space for professional exchange with customers.

Hanau/05.12.2024. With a fresh appearance, Kulzer is using the dental trade fair to consolidate its role as a modern, innovative supplier. The focus is on expanding existing partnerships and making new contacts – always with the aim of addressing the future-oriented needs of the dental world. Kulzer will be represented in Hall 11.2, Stand L010 N019.

The Kulzer booth as a meeting place

The Kulzer stand will not just be an exhibition space, but a real hub of inspiration. Interactive demonstrations and events are planned, allowing visitors to experience new technologies first-hand and benefit from the experience of Kulzer’s Key Opinion Leaders. Visitors can expect a well-thought-out mix of user-oriented presentations and personal dialog to encourage an open exchange.

Dr. Sascha Cramer von Clausbruch, Chief Innovation & Marketing Officer (CIMO) explains: “We don’t just want to show products, we want to leave a lasting impression and a smile on our visitors’ faces with an inspiring experience. Our aim is for visitors to perceive Kulzer as a modern and innovative company.”

New meets familiar

A central element of the trade fair presentation is the focus on Kulzer’s expertise in the area of digital communication channels and e-commerce. The increasing importance of digital purchasing decisions is taken into account by a specially designed e-commerce area, which helps visitors to obtain information and make decisions efficiently and specifically for their needs.

Kulzer as a strong partner

Kulzer attaches great importance not only to maintaining existing partnerships, but also to building new ones. The trade fair stand is designed to appeal to young dental professionals and new customers in particular, who will get to know Kulzer as a competent partner for esthetic and efficient solutions.

Simon Hanner, Head of Sales Marketing DACH says: “We want to win over professionals and show them that Kulzer is a progressive, innovative partner they can rely on. We look forward to connecting with our customers and partners and shaping the future of dentistry together with them.”

Further information on Kulzer’s product highlights and innovations will be published early next year. Trade visitors can look forward to exciting insights into the latest solutions at IDS 2025.

Illustration:



Modern appearance: The design of the Kulzer booth at IDS 2025 shows an inviting design with a focus on innovation and aesthetic dental solutions.

(Image: Kulzer)



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Meeting place for dental experts – the Kulzer stand in Hall 11.2 (Stand L010 N019) offers visitors space for exchange and inspiration.
(Image: Kulzer)

About Kulzer

As one of the world's leading dental companies, Kulzer has been a reliable partner for dentists and dental technicians for almost 90 years. Whether esthetic or digital dentistry, tooth preservation, prosthetics or periodontology - Kulzer stands for reliable and innovative dental products. With optimal solutions and services, Kulzer supports its customers in restoring patients' dental health in a safe, simple and efficient manner. More than 1,400 employees at 26 locations worldwide work in research, production and marketing to achieve this.

Kulzer is part of the Mitsui Chemicals Group. The Japanese Mitsui Chemicals Inc (MCI) with almost 19,000 employees worldwide has its headquarters in Tokyo. Its innovative and functional chemical products are in demand in the automotive, electronics and packaging industries as well as in environmental protection and the healthcare sector.



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