

Media Release

Schaan (FL) and Cologne (D) – 11 March 2019

Ivoclar Vivadent reports slight sales growth in the 2018 fiscal year

Strong performance in restoratives compensate delays in milling systems

The Liechtenstein-based dental specialist Ivoclar Vivadent finished the 2018 fiscal year with an increase in the turnover. Total sales amounted to 810 million Swiss francs and thus exceeded last year's figure by 1.3 million Swiss francs. In the first half of 2019 the company is preparing for a future under a new leadership: Effective 1 July 2019, Diego Gabathuler will take over the CEO reins.

According to Ivoclar Vivadent CEO Robert Ganley, the weaker growth compared to previous years was due to several factors: "Clinical sales were excellent; however, rapid industrialization of laboratories created an increasingly challenging environment." Furthermore, the planned growth from Ivoclar Digital was not realized due to delays: "The development of our milling machines has taken longer than expected. Although the delays have compromised our sales plans we have not and we will not compromise our planned mill quality."

Expertise in esthetics and efficient processes

PrograMill PM7, the flagship product of Ivoclar Vivadent's milling machine series for dental laboratories, started off very successfully. The significant growth experienced in the hardware and software sectors clearly shows that digital processes are gaining in importance in the dental industry. "Our goal is to support the dental labs in transforming processes to achieve efficient digital esthetics," says Ganley. Clinical sales increased in local currencies 5% led by Direct Restoratives (+4%) and Cements (+8%). Particular emphasis is being placed on innovative oral health care solutions and esthetic dentistry. Preventive dental care is being given special attention: "Prevention is a priority for Ivoclar Vivadent. We have a new Prevention focus, a new strategy and new energy," stresses Robert Ganley, announcing an increase of the company's activities in this field.

Europe and developing countries show upward trend

The developing markets (BRIC and Mexico) showed a double digit growth in 2018 compared to the previous year. Growth was particularly high in Russia, where a growth rate of 22% was achieved. In Europe, Ivoclar Vivadent also succeeded in growing sales by around 2%. This increase, however, was offset by the decline experienced in other markets such as North America.

2019: Innovation, investment and leadership

New innovations will include the universal high strength, high esthetic IPS e.max ZirCAD Prime as the next generation of all-ceramics, the 3s PowerCure direct restorative system, the Bluephase G4 light and a 3D printer for dental laboratories. Moreover, the company's infrastructure will be substantially expanded. At the company headquarters in Schaan, Liechtenstein, a new main building will be constructed.

In Ellwangen, Germany, a new global distribution centre is being built. Finally, the company is preparing for a future under a new leadership: Effective 1 July 2019, Diego Gabathuler will take over the CEO reins from retiring CEO Robert Ganley.

Caption:

(Ivoclar_Vivadent.jpg)

Fig.: Ivoclar Vivadent: Quality is more important than speed

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