

Media Release

Schaan (FL) and Cologne (D) – 9 March 2015

Further sales growth for Ivoclar Vivadent

The overall sales revenues of the Ivoclar Vivadent Group amounted to 761 million Swiss francs in 2014. Its sales revenues in local currencies increased by 4.4 per cent compared to the previous year, while the growth rate in Swiss francs was 2 per cent.

With a 3.4% growth in local currencies, sales revenues could be significantly increased in Europe, despite tighter competitive conditions and highly diverse market requirements. The sales revenues in the North American market rose by 1.4% constrained by a declining precious metal market. An encouraging sales growth could be generated in the emerging markets of Asia/Pacific (5.6%), Latin America (+ 14.5%) as well as the Orient and Africa (+ 27%).

Continuing success in the digital market

The product areas with the highest sales growth comprised all-ceramics (+ 9.2%), esthetic restorative materials (+ 5.2%) and luting agents (+ 5.9%). Wieland Dental, which was acquired in 2013, has also been operating very successfully. "It is our goal to provide the most innovative material and equipment systems to support the rapid digital technology growth. We will continue to develop new innovative products that provide the necessary Productivity, Performance and Esthetics to meet the digital and clinical needs of dentists, technicians and patients worldwide," says Robert Ganley, CEO of Ivoclar Vivadent AG.

Expansion moves forward

Due to the rising number of customers, the expansion of the company continued during 2014. The production sites in Austria, the US and in the Philippines were significantly expanded while new offices were opened in Vienna (Austria), Madrid (Spain) and Jakarta (Indonesia).

Creating new job opportunities worldwide

At the end of December 2014, Ivoclar Vivadent had more than 3,200 employees worldwide. Compared to the previous year, 166 new jobs were created. The rising number of job openings is due to the expansion of the production sites outside the Principality of Liechtenstein and of the company's subsidiaries in Latin America and Asia.

A challenging year 2015

Following the abandonment of the euro cap by the Swiss National Bank in mid-January 2015 and the revaluation of the Swiss franc, 2015 has begun as a challenging year. "We will continue to expand our investments in our global markets to offset such currency fluctuations. It is good hedging and good business," says Mr Ganley. "We remain committed to customer support and company growth."

Find more information here:

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Caption:

(Ivoclar_Vivadent.jpg)

Fig.: Continuing success for Ivoclar Vivadent

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