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Press Release

Strong sales growth for Ivoclar Vivadent in 2006

Ivoclar Vivadent achieved a 2006 sales increase of 11% over the 2005 level completing a very successful business year. The international Ivoclar Vivadent group of companies recorded worldwide sales of 581 million swiss francs (370 million euros).

Above average growth

"The 11% sales growth of Ivoclar Vivadent is clearly above the market growth and consistent with our goals," said Robert A. Ganley, CEO of Ivoclar Vivadent. "This growth reflects significant market share increases and important product growth in all-ceramics, filling materials, cementation and equipment", said Ganley.

Success through innovative products

Market leading product innovations, such as IPS Empress CAD and IPS e.max led the sales growth, strengthening the company's global leadership position in all-ceramics. "It is our goal to provide our customers with the most innovative materials for quality esthetic dentistry", said Robert A. Ganley. Strong sales in Europe, North America and Asia created a worldwide success trend. For 2007, Ivoclar Vivadent expects considerable sales increases in all markets driven by innovative new products. In particular, considerable growth is expected in Asia. "With our newly aligned sales structure, Asia is planned to become as important to our continued growth as Europe and North America. We are making significant investments in our Asian sales and marketing presence and are tailoring our product development specifically for this rapidly growing market", said Ganley.

Ivoclar Vivadent is a worldwide leading manufacturer of innovative dental material systems for quality esthetic dentistry. The company operates in over 100 countries throughout the world.

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