

Media Release

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New marketing office in Vienna

To intensify the support and services for Austrian customers, a new marketing office has been opened in Austria's capital in May 2014. The new premises in the science and technology park Tech Gate Vienna comprise not only offices but also accommodate an International Center for Dental Education (ICDE).

The recently inaugurated marketing office of Ivoclar Vivadent in Vienna will focus in particular on the marketing of CAD/CAM products of Wieland Dental, a company of the Ivoclar Vivadent Group, as well as on product trainings in the CAD/CAM sector. Customers can continue to purchase all other products of the Wieland Dental range from external sales partners. Together with the Austrian dental trade, Ivoclar Vivadent Vienna will benefit from the synergies of this new location to maintain and further expand its traditional product portfolio for dentists and dental technicians.

"Our local presence allows us to serve the Austrian market more efficiently and to respond even better to customer requirements," says Gernot Schuller, Director Sales Austria and Eastern Europe. The enhanced customer service is also intended to be achieved through trainings. Thus, customers will be able to benefit from the extensive range of further education courses provided by Ivoclar Vivadent starting in May 2014. The ICDE of the Austrian marketing office offers trainings, hands-on workshops and live demos – held by nationally and internationally renowned lecturers – on a floor area of 600 square metres.

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Caption:

(Ivoclar Vivadent_Tech Gate.jpg)

Fig. 1: Ivoclar Vivadent has inaugurated a new marketing office at the Tech Gate Vienna (Photo courtesy of TECH GATE VIENNA © Rupert Steiner).

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