

Passion for endodontics: VDW celebrates its 150th anniversary

Munich, December 10, 2018 | 2019 VDW celebrates its 150th birthday and looks back on one and a half centuries of expertise in developing innovative products for root canal treatment. Since its founding in 1869, the company has grown into one of the leading brands in this field. With passion for endodontics, VDW is dedicated to offering comprehensive endodontic care and improving tooth preservation globally.

Founded in Munich in 1869, VDW was a pioneer in laying the foundations of root canal therapy. An important milestone was marked in 1972 when the three German companies – ANTÆOS, BEUTELROCK and Zipperer – merged to Vereinigte Dentalwerke, abbreviated as VDW. A quick expansion of its global market position and pioneering product innovations paved the way for further growth – the company became one of the leading endodontic brands worldwide.

Today, the VDW headquarters and high-tech production facilities are still based in Munich and are delivering over 200 products to more than 80 countries worldwide. VDW provides an Endo-System throughout all treatment steps with products and services linked to one another, enabling dentists to benefit even more from VDW's profound endodontic expertise.

"For 150 years now, we have been setting standards for modern endodontics with our dedication to quality, precision and innovation", says Sonja Corinna Ludwig, Director Global Sales & General Manager. "We stand for *Endo Easy Efficient* and I am convinced that this commitment will lead the company into a successful future."

With the motto "Join our ride", VDW invites all partners, employees and customers to celebrate its 150th birthday on vdw-dental.com/150years starting January 1st.

Pictures:

Pic. 1: Logo



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ABOUT VDW:

VDW GmbH based in Munich, Germany is one of the most well-known manufacturers working in the dental field of endodontics. For almost 150 years, VDW has been a pioneer in shaping the evolution of root canal treatment significantly. VDW focuses on offering the dentist a holistic solution covering the entire endodontic treatment process including preparation, irrigation, obturation and post-endodontic care as well as service and training.

For more information about the company, the VDW brand and products, please visit www.vdw-dental.com/en/