

Strong heritage meets an unbroken spirit of innovation: 150 years of VDW at IDS 2019

Munich, March 12th, 2019 | Strong products, groundbreaking innovations and a passion for endodontics: VDW – one of the world's leading brands in the field of root canal treatment – is turning 150. With its product portfolio, the Munich-based endo specialist stands for a system approach and an unmistakable combination of strong heritage and an unbroken spirit of innovation.

VDW is a pioneer in the production of root canal instruments in Europe and has decisively shaped the fundamentals of root canal treatment. Since its foundation, the company has remained true to this specialisation and continues to raise the bar in the endo market with its sound expertise and product innovations.

True to the company motto *Endo Easy Efficient*, the range comprises products and services that are linked to one another across all treatment steps so users can carry out treatments as efficiently, safely and easily as possible. "In everything we do, our primary goal is to understand and support the dentist in the best possible way to improve long-term treatment success. In doing so, we always keep an eye on the entire endo workflow", says Valerie Baschet, Group Vice President Global Endodontics. This approach also includes a comprehensive training programme for dentists, who can benefit from a first-grade international network of experts and exchange as part of almost 800 courses taking place around the world each year. This means the endo specialist is optimally positioned for the future and ready to continue playing a decisive role in shaping the endo market as both a traditional company and leader in innovation.

VDW presents two new products at IDS 2019: VDW.ROTATE™, a new file system for rotary preparation and VDW.CONNECT Locate®, the new smart apex locator for VDW.CONNECT Drive®. Visit VDW at IDS 2019 in hall 10.1, B050 or on www.vdw-dental.com.

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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 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.

Pictures:

Pic. 1: Logo 150 years VDW



Pic. 2: The VDW headquarters in Munich

