

## VDW: *The* brand for endodontics

21 March 2017

MUNICH, Germany: With almost 150 years of experience in efficient and innovative endodontic products, Munich-based company VDW is one of the world's most well-known brands in the specialty. As one of the first European manufacturers of endodontic instruments, the long-established German business has focused on producing solutions covering the entire treatment process including preparation, irrigation, obturation and post-endodontic care.

"This has been our focus since the beginning, is more current now than ever and will successfully lead the brand into the future. Endo Easy Efficient is not only the slogan of VDW, but also the brand's promise and commitment to dentists," explained Arjan de Roy, Commercial Development Director of VDW.

The story of VDW is shaped by ground-breaking innovations: founded in Munich in 1869, VDW was a pioneer in laying the foundations of root canal therapy. In 1950, the ISO colour system, now established around the world, was introduced. Another important milestone was the merger of three Munich companies, ZIPPERER®, ANTAEOS® and BEUTELROCK® in 1972 to form the Vereinigte Dentalwerke, abbreviated as VDW. These Bavarian roots can still be seen today in the company's blue logo. In 2010, VDW started a new era with its RECIPROC® system, which facilitates the preparation of root canals in a reciprocating motion with just a single instrument. In 2013, the endodontic specialist set new standards in thermoplastic obturation with GUTTAFUSION®. The company recently strengthened its claim as an innovator and leading endodontic brand with the wireless endodontic motor VDW.CONNECT Drive®, the irrigation activator EDDY® and RECIPROC® *blue*. Furthermore, just in time for the 2017 International Dental Show (IDS), VDW presented a new to the world innovation: **R-PILOT™**, the first mechanically driven glide path file with reciprocating motion.

### Focus on tooth preservation worldwide

With the expansion of its global market position, product innovations and additions, as well as new investments in machinery and facilities, VDW is setting its course for further growth. "In Asia and Latin America, just a few years ago, hardly anyone was talking about reciprocating instruments, endodontic motors or canal irrigation systems. Today, dentists in these regions also use our solutions and, as a result, are able to preserve more and more teeth. We are continuing to pursue this global growth," said de Roy. At the same time, VDW remains connected to its roots and Munich, the home of the company, where it continues to produce high-quality endodontic instruments and plans to enlarge its high-tech manufacturing centre. The company's focus on endodontics and guiding slogan of Endo Easy Efficient® form the proven basis for its lasting success and responsive solutions.

Place your trust in ***the*** brand for endodontics and choose simplicity and efficiency—for yourself and your patients.

**Find out more about Endo Easy Efficient®. Visit VDW at [www.vdw-dental.com](http://www.vdw-dental.com).**

#### Press contact

Martin Karle, Senior Marketing Manager, VDW GmbH  
Tel. 089 62734-194, [martin.karle@vdw-dental.com](mailto:martin.karle@vdw-dental.com)

# PRESS RELEASE

**Pictures** – available per download from [vdw-dental.com](http://vdw-dental.com)



Abb. 1: New Logo



Abb. 2: VDW Claim



Abb. 3: Arjan de Roy  
Commercial Development  
Director, VDW GmbH

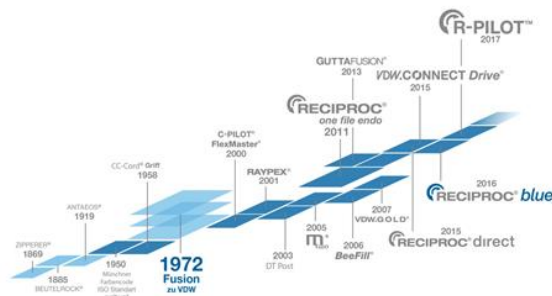


Abb. 4: VDW Milestones

## Press contact

Martin Karle, Senior Marketing Manager, VDW GmbH  
Tel. 089 62734-194, [martin.karle@vdw-dental.com](mailto:martin.karle@vdw-dental.com)