

A visit to VDW, a true child of Munich

By VDW

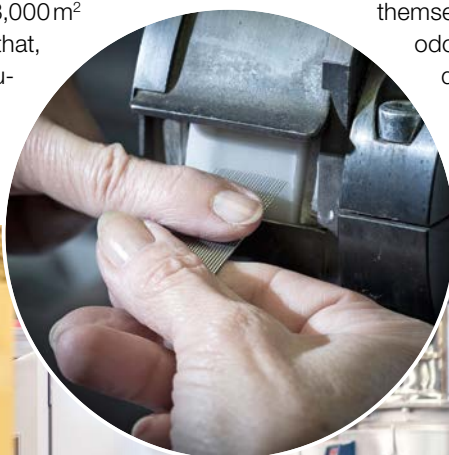


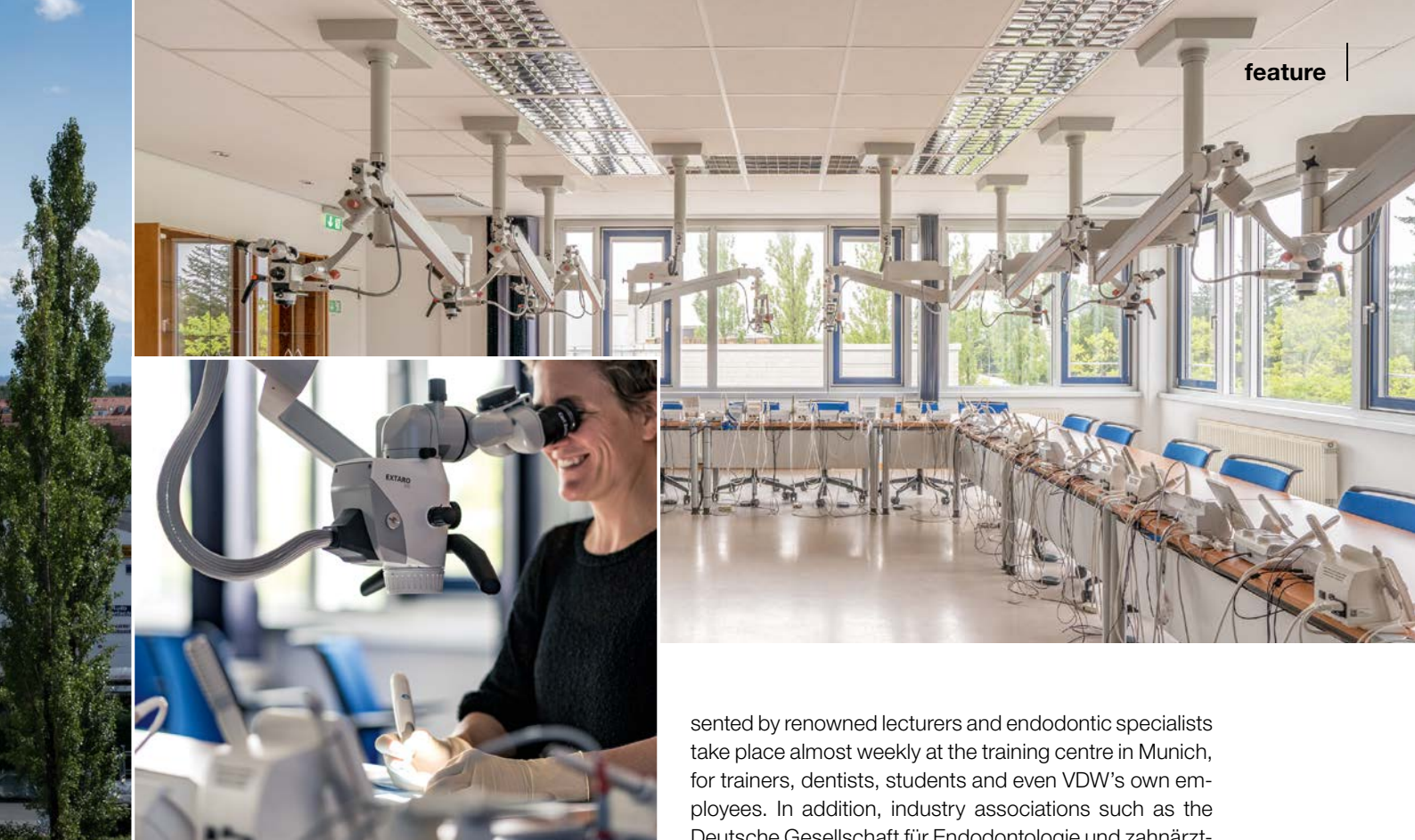
Munich has been home to the endodontic manufacturer VDW for 150 years. After having developed over several decades at various locations scattered throughout Munich, the team, led by General Manager Sonja Corinna Ludwig, moved into the present headquarters in the south of the Bavarian state capital in 1995.

Modern technology meets traditional handiwork: The production facilities

A glimpse behind the scenes of the 3,000 m² of the production halls reveals that, alongside state-of-the-art, highly automated manufacturing technology and high-performance robots, tra-

ditional handiwork plays a role that is more significant than ever. That is because it is only by working by hand that the most minuscule manufacturing errors can be detected and the highest possible standards of quality can be assured. In total, there are more than 110 machines in use, of which as many as 80 % are custom-made. Other interesting facts are that an average of ten production steps are required to create the finished product and that 12 types of steel are used to manufacture over 800 different VDW instruments. The results speak for themselves: each year, over 60 million endodontic products are manufactured and distributed all over the world. There are 100 employees working on this every day.





Training is top priority: VDW's own training centre at its headquarters

A total of almost 800 courses offered and 15,000 dentists qualified per year—those are the impressive figures for the VDW training programme. VDW's own training centre at its Munich headquarters is also quite remarkable. It has been growing since 2004 and comprises 22 workstations equipped with microscopes and the latest VDW equipment. This includes professional presentation technology with a microscope for the lecturers, which enables video transmission via the projector. There is also a digital radiographic device in the next room, which allows participants to directly control their training results and transmit the image into the training room. Courses pre-

sented by renowned lecturers and endodontic specialists take place almost weekly at the training centre in Munich, for trainers, dentists, students and even VDW's own employees. In addition, industry associations such as the Deutsche Gesellschaft für Endodontologie und zahnärztliche Traumatologie (German society of endodontics and traumatology), APW and eazf (European academy of dental education and training of the Bavarian state dental association) are welcome to host their own events.

Welcoming atmosphere: Modern new building in south Munich

At VDW's present headquarters on the southern outskirts of Munich, staff offices and production facilities are spread over the three floors of a modern building. The atmosphere is friendly and open—and a passion for endodontics evident. Everything is geared towards growth—VDW has expanded by 40% in the last five years alone. This year, there are now about 200 employees from 17 nations working in endodontics at VDW, and more than a third of them have been employed by the company





for over ten years. The highlight of the building, as everyone agrees, is the spacious roof terrace with breath-taking views of the mountains—in good weather, you can actually see 150 peaks from various angles. This space is used for lunch-breaks, as well as for creative meetings or discussions between colleagues.

Where innovations arise: Research and development department

VDW is a pioneer in root canal therapy, and with Dr Sarah Poschenrieder at the helm, the research and development department brings together 150 years of knowledge with a constant spirit of innovation. The recently redesigned research and development colosseum serves both as a technical office and a development and testing centre. “We are the nerve centre for new ideas and innovations.

We don’t do standing still here,” says Poschenrieder. Many groundbreaking innovations have already been born here: from the worldwide ISO standard colour coding to a revolutionary reciprocating system. An absolute development record for VDW took place here too: for the RECIPROC blue file system, it took less than a year from the initial idea to the prototype. The innovativeness of VDW products has been recognised with innumerable awards, including the renowned iF DESIGN AWARD for the product design of the VDW.CONNECT Drive.

The spirit of VDW: Down to earth and focused on the future

Since 2018, Sonja Corinna Ludwig, Director of Global Sales and General Manager, has been managing VDW in Munich together with her five-strong leadership team.





Recently, the plant was one of two in Europe to be awarded the FM Global Award for its outstanding work on processes and measures for safety and risk minimisation. “We set the highest standards in all areas—from production to marketing. And above all, we at VDW work as a true team. Every employee is appreciated and welcome to contribute his or her ideas and ultimately to push endodontics forward,” says Ludwig. There is a special reason to celebrate in 2019, as the brand marks its 150th birthday! Under the slogan “Join our ride”, VDW is bringing together its partners, customers and employees to celebrate and look forward to its bright future.

Committed to sustainability

Contributing to the sustainable development of society, in terms of environmental, economic and social re-



sponsibility, has always been high on VDW's list of priorities. Through its latest initiative, the company is making an active commitment to achieving greater biodiversity and taking on more ethical responsibility. Since spring, 12 bee colonies, comprising around 30,000 bees, have been housed on the roof of the Munich headquarters, where they are looked after by a professional bee-keeper. Customers, employees and trainees are already looking forward to VDW's very own rooftop honey. We are sure that there will be plenty of people willing to sample it—purely for quality assurance purposes, of course!