“Progress is not realised until technology is available to the masses”

An interview with Ultradent CEO, Dr Dan Fischer

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At the International Dental Show in Cologne, Germany, US company Ultradent launched a new restorative option with the Edelweiss composite veneer system. Company president Dr Dan Fischer sat down with Dental Tribune International to speak briefly about the concept behind the unique system and its advantages compared with commonly used ceramics.

DT International: Dr Fischer, you seem to be very excited about this IDS.

Dr Dan Fischer: The activity here is extraordinary and we have never been busier than we are at this show. Our people always try to raise the bar and offer better products for the whole dental team. It has also been nice to rub shoulders with old friends again.

Your company has become a household name in dental offices worldwide. How would you describe your business philosophy?

We are known as an innovative company that aims to go to places where others have not been before. That means that we also tread a different path to many manufacturers, driven by our passion to reach a larger segment of humanity. For instance, we have zero interest in developing ceramics for dentistry that only five per cent of the world’s population can afford.

As a company, we want to be able to offer lower socio-economic groups preventative measures and affordable materials like the new Edelweiss veneers that are being presented here. I think Henry Ford said it best when he said that progress is not realised until technology is available to the masses. Our first goal is to reach the masses.

Your company has been by far the most common name mentioned by many manufacturers at the IDS in Cologne. Many dentists using them and loving them back in the US, as well as some very enthusiastic dentists able everywhere. For example, in addition, Edelweiss allows for ideal shade selection or the composite used to customise the veneers to the preparation. This can be done for a direct modality or an indirect modality.

Edelweiss veneers offer a great solution not only for the patient on a budget, but also for teenagers and people who play contact sports. They are also great when used for lower anterior veneers because the wear against opposing dentition is superior to that of ceramic. Edelweiss is an incredibly versatile veneer option.

It looks like the product has already generated much interest here.

That is right and our office in Cologne was very keen on having Edelweiss veneers here for the first time. We already have many dental teams that have come to IDS and many will be going back as well. We are also planning to offer hands-on seminars for Edelweiss users.

We have already begun with educational support. As recently as last week, two hands-on courses were provided at the annual American Academy of Cosmetic Dentistry meeting in Seattle, Washington, for example.

What is the global launch schedule for Edelweiss, and will it be available everywhere?

Edelweiss will soon be available everywhere. For example, the inventor of Edelweiss, Dr Stephan Lampl just completed a multi-city, multi-country trip through South-East Asia. The response there was very good.

Thank you very much for the interview. 