What is KaVo Kerr Group?

An interview with Stanzi Prell, Commercial President of Europe, the Middle East and Africa at KaVo Dental, on what that brand represents to the dentist and to the global marketplace.

On 10 March, KaVo Kerr Group hosted an event at the International Dental Show in Cologne to formally introduce KaVo Kerr Group to an international audience. Beyond the celebratory nature of the night, what key messages did you hope to convey to those in attendance?

KaVo Kerr Group represents outstanding brands that 99 per cent of dentists use and trust every day. As the global leader in innovation, we are committed to enhancing clinical outcomes and improving workflows that simplify and improve the lives of both clinicians and patients. The night is not just about announcing 35-plus new products, but about connecting those products to results that meaningfully impact the lives of the people we serve.

It is comprised of brands that are instantly recognisable, but what does KaVo Kerr Group stand for?

KaVo Kerr Group is a platform that unites 14-plus brands that represent more than 500 years of combined experience. We compete in a breadth of categories—including hygiene, restorative, traditional equipment, imaging, implants, specialty and special markets. Most of our customers don’t realise that the brands they use and trust every day are actually produced by the same global dental company. By bringing all our brands together, we can leverage our portfolio of resources—particularly research and development—to achieve our goals of simplified dentistry and enhanced clinical outcomes.

What can you tell us about the timing of KaVo Kerr Group’s formation? What made this past year the right time to bring the brands together in this more formal way?

KaVo Kerr Group truly originated back in 2004, when our parent company, Danaher, acquired KaVo and Gendex, followed shortly by DEXIS, Pelton & Crane, and Sybron, which brought in Kerr and Ormco.

Of course, many followed as time went on, including DUX Dental just last summer. We were fortunate to have been able to assemble such an outstanding portfolio of brands over the past ten years. The formal name KaVo Kerr Group was articulated just last year and will define our global dental business and portfolio of brands.

What do you see as the connective tissue between the products united on this platform?

There are really two main components that shape our definition of “smart innovation.” Both are based on values articulated within the wider Danaher culture. First is the principle that, “Customers talk, we listen.” Our innovation is smarter because it is customer-centric, driving creative solutions to directly address customer needs. Second is the idea that, “Continuous improvement is our way of life.” Being No. 1 in market share is good, but we set a high bar for ourselves to constantly strive to do better, no matter where we rank.

What makes innovation smart—or, more specifically, how is the KaVo Kerr Group approach to product development generating higher quality launches?

Nobel Biocare is the most recent addition to the Danaher dental platform. How does it relate to KaVo Kerr Group?

Nobel Biocare and KaVo Kerr Group sit side-by-side within the Danaher Dental Platform, and we are very excited to be working with the truly impressive Nobel Biocare team. Together, Nobel Biocare and KaVo Kerr Group are cornerstones of the Danaher dental platform. As you know, we have an outstanding set of brands including Nobel Biocare, KaVo, Kerr, Ormco, i-CAT, Instrumentarium, DEXIS, Gendex and many more with which we serve most dental professionals around the world.

Each one of these brands has selected the most appropriate route to market for their specific clinical end users. Our operating companies are part of one dental platform but operate as their own units. Teams across the Danaher dental platform will partner to identify ways to work together in creating value for the dental professional.

In an ideal picture, how do you want dentists to see or interact with the KaVo Kerr Group brand? What should it mean to them?

Clinicians are passionate about their patients, and we want them to see KaVo Kerr Group as a halo, identifying the brands and products that can help them yield better clinical outcomes. We also know that improved workflows means more efficient practices that allow our customers to either see more patients or see the same patients in less time. We want the members of KaVo Kerr Group to share an instant credibility for the integrity of the product and relationships we represent in the dental industry.”