



Fig. 1

Fig. 1: The new joint brand of “BioHorizons Camlog” was unveiled at IDS 2019. Fig. 2: Holger Essig, Chief Marketing Officer of BioHorizons Camlog.

Combining strengths towards further evolution

BioHorizons and CAMLOG are joining forces

At the 2019 International Dental Show (IDS), BioHorizons and CAMLOG presented themselves under the new joint brand of “BioHorizons Camlog” for the first time, showcasing a vast product portfolio including dental implants, restorative components, CAD/CAM technologies and innovative regenerative solutions. *implants* spoke to Holger Essig, Chief Marketing Officer of BioHorizons Camlog, about the major challenges and strategic goals associated with the new branding.

Mr Essig, at this year’s IDS, CAMLOG presented itself under the new joint brand of “BioHorizons Camlog” for the first time. The company is thereby following other global players and a current trend towards increasingly larger company structures. What is the reason behind this?

As the two premium implant providers within Henry Schein’s Global Dental Surgical Group, BioHorizons and

CAMLOG have been on a common evolutionary path since 2016 to combine their strengths in order to jointly assume a leading position globally. Initially, BioHorizons and CAMLOG unified their go-to-market strategies in its main markets through their own subsidiaries. This was reflected in both expanded product portfolios and improved services. Then in 2018, the international distribution channels were consolidated and five regional sales areas were formed: APAC (Asia Pacific), western Europe, D-A-CH (Germany, Austria and Switzerland), America and the rest of the world. This has allowed BioHorizons Camlog to focus not only on the D-A-CH region and the US, but also on the other fast-growing international markets, while maintaining local customer proximity on a global level as a result. In recent years, a strong sense of global teamwork and a common company culture have developed and are embraced by the experienced and compe-



Fig. 2

tent employees of both companies. BioHorizons Camlog is thus well positioned to gain further global market share. At the same time, we have managed to keep our key strengths: to be locally present, to uphold close relationships with our customers and to foster a high level of identification with our brands and values. The quality of our entire team and the family spirit and continuity it reflects make all the difference.

What significance does the new branding hold on a national and an international level?

The new brand identity of BioHorizons Camlog is yet another milestone in the successful collaboration of two industry-leading companies and a crucial step towards growing together globally while maintaining and strengthening the identity of the two established individual brands. CAMLOG will continue to be the leading brand in the German-speaking markets and BioHorizons will retain its position as the leading brand in America. We are introducing the joint branding with great care, building on the respective histories in the different markets and the high identification and loyalty of our customers and employees. The new joint brand symbolises our shared DNA in creating individual, intelligent and inspiring solutions. The new branding will be used to strengthen our combined global brand reputation, which builds on the strong brand value of BioHorizons and CAMLOG.

What are the advantages of this strategic positioning for your customers, and how do you intend to further strengthen the increasingly important customer loyalty?

We are convinced that our comprehensive evidence-based and scientific product portfolio offers ideal solutions for the individual preferences and treatment options of today's implantologists and specialists who are looking to facilitate their workflows. Our open digital workflow approach also ensures that our solutions work with many devices and software that are available in the market. By combining our range of surgical, prosthetic and restorative solutions within our group, customers benefit from a variety of options and services that go beyond implant dentistry. In addition, they can benefit from further training in corporate management and practice management, as well as top-notch clinical training events with high scientific standards.

This year, CAMLOG celebrates its 20th anniversary. What are the core values of the company?

The anniversary represents a 20-year success story. Team spirit plays a vital role in this context: evolutionary advancements are only possible when there are close and trusting collaborations, a constant exchange of knowledge and lateral thinking—always aimed at advancing ideas and translating them into solutions that support customers in the best possible way and ultimately make them more successful through added



value and great services. The facts show that 20 years of continuity and creativity have paid off. We would like to thank our customers and all those who have contributed to this huge success story.

The Oral Reconstruction Foundation's Global Symposium will take place in New York City from 30 April to 2 May 2020. What can participants expect?

The Oral Reconstruction Global Symposium 2020 will be the perfect opportunity for clinicians to learn about the latest treatment options. Participants can look forward to a top-class scientific education programme on hot future topics in the fields of implant dentistry and tissue regeneration. The programme will be helmed by the joint European–American committee, which consists of renowned experts, such as Profs. Irena Sailer, Fernando Guerra and Robert Sader, and Drs Greg Bryant, Edward P. Allen, Craig Misch, Myron Nevins and Alex Schär. Being a founding partner, we support the foundation's goal of advancing research, science and education at the highest international level. A number of breakout sessions and practical exercises, as well as workshops in German, based on the congress theme of "20/20 Vision" are planned. We expect over 1,500 participants from all over the world and look forward to a lively international participation.

Thank you very much for your time.

contact

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