

## Dentsply Sirona further increases focus and announces new Lab Strategic Business Unit

**Dentsply Sirona, the world's largest and most diversified manufacturer of professional dental products and technologies, has established a new Lab Strategic Business Unit (SBU) incorporating the successful Laboratory CAD/CAM business with the renowned Dentsply Sirona Prosthetics material business. The SBU Lab has come into operation as of February 1<sup>st</sup>, 2018.**

**York/Salzburg, February 5<sup>th</sup> 2018.** The new SBU combines the strengths of Prosthetics and Laboratory CAD/CAM businesses offering dental solutions as a one-stop shop. By combining all Lab elements, Dentsply Sirona creates three strategic platforms: Equipment, Fixed and Removable Materials, each continuing to remain in their respective locations. With its focus on integrated solutions, Dentsply Sirona will further connect labs with digitally equipped dentists through the inLab technology.

### Offering solutions as a one-stop shop

After the successful merger creating Dentsply Sirona, this is a consequential next step to further develop the combined offering of dental solutions in the field of dental labs. Dentsply Sirona's goal is to combine the best procedures to better serve customers. By announcing the new Lab SBU, Dentsply Sirona once again strengthens its reputation as The Dental Solutions Company and further evolves into *the* Lab competence center of the industry.

### Leveraging strengths

"We are creating one global customer-centric lab business unequalled in terms of competence, equipment and material expertise. No other dental company can match this combined capability like we do", explains Thomas Leonardi, Group Vice President Dentsply Sirona Lab. "For me and my team this is a natural step, it allows us to build-up a perceptible and significant lab competence focusing on our Lab partners. We have already seen the advantages of such a cooperation in the US business where our US commercial group has already formed and continues to drive our lab sales synergies by offering the full range of products."

### Increased collaboration for better, safer and faster dental care

The new SBU concentrates the entire portfolio for laboratories and enables technicians to handle the entire laboratory workflow with Dentsply Sirona products and solutions. "By bringing our organization closer together, we will encourage more collaboration and the development of better, safer and faster solutions which will truly add value for our lab partners, their dentist customers and ultimately the patient", Leonardi added.

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### About Dentsply Sirona:

Dentsply Sirona is the world's largest manufacturer of professional dental products and technologies, with a 130-year history of innovation and service to the dental industry and patients worldwide. Dentsply Sirona develops, manufactures, and markets a comprehensive solutions offering including dental and oral health products as well as other consumable medical devices under a strong portfolio of world class brands. As The Dental Solutions Company, Dentsply Sirona's products provide innovative, high-quality and effective solutions to advance patient care and deliver better, safer and faster dentistry. Dentsply Sirona's global headquarters is located in York, Pennsylvania, and the international headquarters is based in Salzburg, Austria. The company's shares are listed in the United States on NASDAQ under the symbol XRAY. Visit [www.dentsplysirona.com](http://www.dentsplysirona.com) for more information about Dentsply Sirona and its products.

## IMAGES

are available for [> download](#) on the website.



*Fig. 1: Tom Leonardi, Group Vice President SBU Lab at Dentsply Sirona*



*Fig. 2: The new SBU combines the strengths of the SBUs Prosthetics and CAD/CAM laboratory businesses offering dental solutions as a one-stop shop.*

