VOCO drives business in Asia with new products

The German dental material manufacturer VOCO is looking to expand further in Asian markets, according to the Area Manager for South East Asia, Dr Chuanhao Luo. He told today’s international that the potential for his company to grow in emerging markets like Indonesia, Vietnam or Thailand is enormous.

VOCO already has operations in established markets such as China, South Korea and the Philippines. Worldwide, the company ranks among the leading manufacturers of pharmaceuticals and medical devices for preventive, restorative and prosthetic dentistry. Its product range comprises more than 100 products, including pioneering developments like the world’s first nano-hybrid composite, Grandio. According to Luo, several VOCO developments have received awards from well-known evaluators such as the Dental Advisor in the US.

Luo said that owing to the increasing interest of Asian dentists in the field of aesthetic dentistry, VOCO wishes to play a very important role in the market by providing dentists with high-quality and easy to process products, such as Amaris, a highly aesthetic composite that provides extraordinarily natural and aesthetic restorations, especially in the sensitive anterior area. With the two-layer technique using only one opaque and one translucent shade per restoration, Luo said that the highest demands can be met easily and quickly in just one session.

Amaris Gingiva from VOCO is currently the only restorative that permits chiropradal shade matching. This gingiva-shaded, composite-based restoration system is supposed to facilitate individual shade matching using a combination of a base shade (nature) with three mixable opaque shades in white, light and dark. The result is a representation of the gingiva that appears natural.

“Bondfix can be processed for up to five minutes after being dispensed onto the mixing pallet, which means that brief interruptions in its application will not lead to a loss of adhesive quality,” said Luo, pointing out another benefit.

All the company’s products and novelties are currently on display at stand I11 in the exhibition hall.

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Dr Chuanhao Luo (DTI/Photos courtesy of VOCO, Germany)