

Why Unident as your partner in Scandinavia?

– Innovative products, outstanding marketing, expansive organisation!



Unident AB, Sweden/Norway/Denmark/Iceland – top of mind - first in choice

The business strategy of Unident is to be specialized in a few market segments. Unident is a niche oriented company with high level of knowledge and a strictly focus. Our goal with each and every producer, that we make a commitment to, is to be top of mind - first in choice. This is a goal which we have succeeded with a number of products. Still there are areas where we can enhance our market share.

We make dentistry more successful

To make dentistry more successful is our business idea. Our goal is to create successful customers by providing them with products and techniques that simplify their clinical work and makes them better, smarter and faster. The main focus for our customer is the result and the patient. Many of the products we have introduced have changed the way of dentistry forever.

Annual growth of 23%

Unident has stable finances and can grow and develop using its own capital which means that there is no dependence on fluctuations in the stock market. On several occasions, Unident has been designated a so-called "Gazell company" by the journal Dagens Industri. This exclusive honour is awarded to businesses that are fast growing with retained profitability. Unident has also been awarded triple A for the highest credit rating.

Unident's growth target is substantial expansion with an annual growth of 23%.

Environmental- and quality thinking.

Unident has been environment- and quality certified according to ISO 14001:2004 and 9001:2000 since 2001.



Flexible fast-moving organisation.

Unident has an efficient, flexible and fast-moving organisation that can rapidly change course and focus on new challenges. During 2005 and 2006 the business model has moved from focusing exclusively on private dentists to a substantial concentration on County Councils, where Unident in Sweden now has 11 of Sweden's 22 County Councils as customers.

Clinical Expertise

Over the years Unident has striven to develop a network of contacts within the dentists in Scandinavia. Today an exceptional network of Universities, professors, gurus and general practitioners is in place.

Unident is concentrating on being unique.

Right from the start Unident was focused on launching unique products that were not available on the market. The initial success came with Compositopost that was launched in 1992, and which was at that time the first fibre post on the Swedish market. Unident therefore selects suppliers with strong brands.

COMPOSIPOST®

elexxion
dental academy

schick

relax™

Brånemark
Integration

ZOOM!
Advanced Power™

Geistlich
Biomaterials

the
Wand



We carry out marketing both for our suppliers and for ourselves.

At Unident we are very active within marketing and we have our own marketing department that assists in developing both our supplier's brands, our own brands and our customer's practices! Besides working with sales support for our sales team, our marketing department is continually helping "our" dentists with advertising, mailshots etc.

Unident is also a frequent exhibitor at trade fairs, annually attending a large number of small and large events in Sweden, Norway, Denmark and Iceland as well as participating in international symposiums throughout the world.

Unident has offices and sales organizations in Sweden (Falkenberg and Stockholm)
Norway, Denmark and Iceland.

For more information please contact our head office in Falkenberg, Sweden,
phone +46 346 485 50 or visit us on the web www.unident.se

