

C P O R M O P F A I N L Y E



SWISS RELIABILITY, ITALIAN HEART.



HISTORY

Switzerland, 2000. A Swiss financial and industrial group, with important expertise in electronics and a vocation for the medical sector, decides to invest in the dental equipment industry.

To do so, it chooses Italy, and one area in particular: the Bolognese dental units district, which already has an internationally renowned production chain.

Bologna has the technologies, skills, advanced services - making it fertile ground for growing new entrepreneurial projects.

This is how Swident came into being, by joining together the very best of two countries:

Swiss technology and brains;

Italian manufacturing and design.

It is a unique combination, producing high quality dental units that are beautiful to see and comfortable to use, which have affirmed their name in dental surgeries around the world.



SUPPORT FOR PROFESSIONALS

MISSION

Swident aims to be the best possible partner for professionals.

This is the company's mission, summed up in its claim:

"We support your profession".

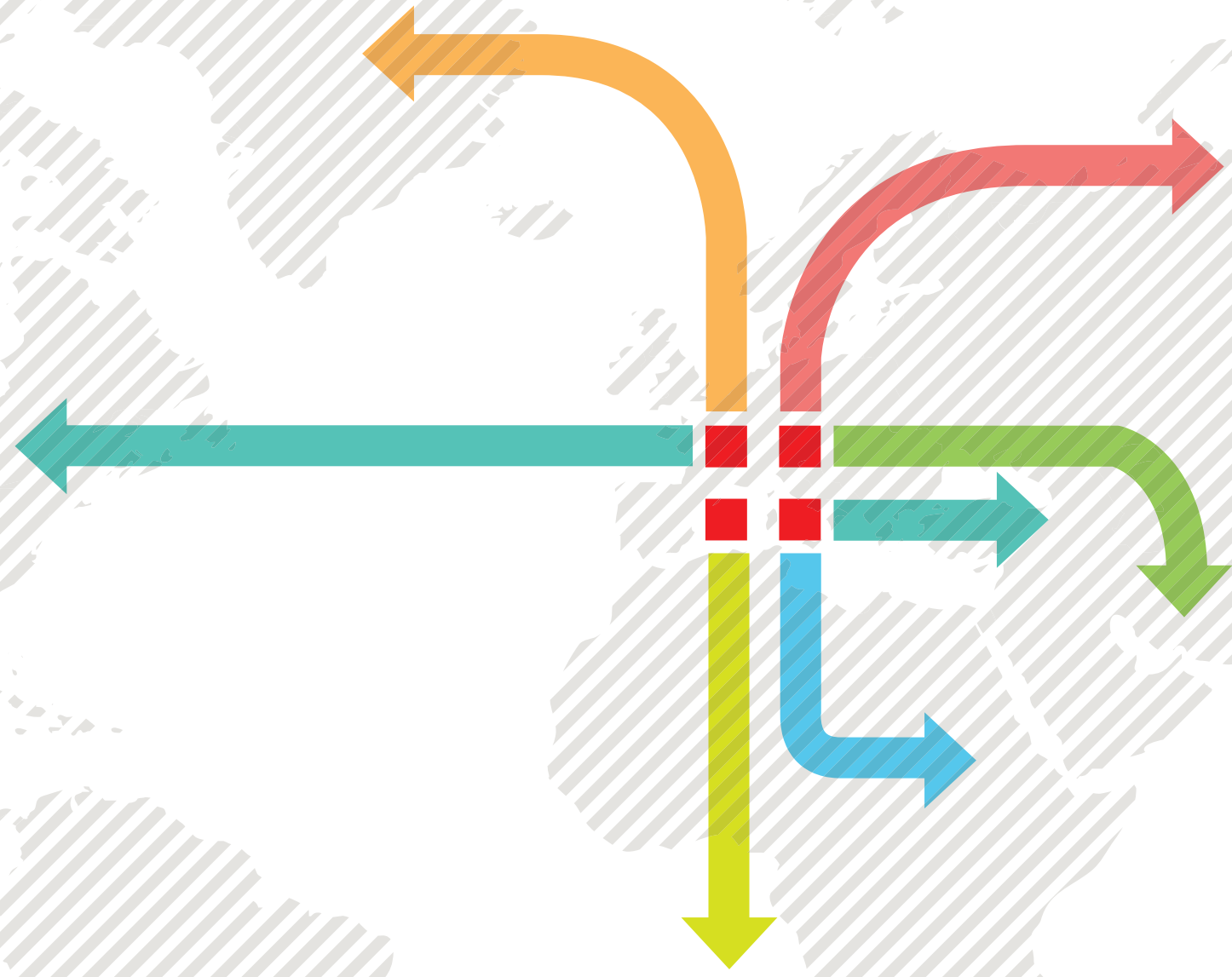
The dental unit is the heart of the surgery: it includes all the work instruments and is where the dental team interacts with the patient. It must be welcoming and functional, safe and reliable in order to keep downtimes to a minimum.

This is why Swident has focused strongly on the reliability of its dental units and on rapid technical support, to ensure surgeries enjoy continuous operations and better profitability all combined in an unique italian design.

Swident offers professionals not just a simple dental unit, but a veritable work concept: safe, efficient, customisable, capable of adapting perfectly to the professional's style.



NEW MARKETS, NEW CHALLENGES



GROWTH

Every day, Swident dental units are put to work in private and public surgeries around the world.

In the last six years the company has grown significantly, with many thousands of dental units installed both in and outside Europe.

The Swident brand is now present in 25 countries, while partnerships have been forged with over 150 distributors.

To develop new products and find increasingly advanced, high-performing solutions, Swident collaborates with major Italian universities and professionals operating in a variety of sectors, including doctors, researchers and designers.



CREATORS OF QUALITY

DESIGN AND PRODUCTION

Every stage of our work is designed to offer to the customer the very best product and service possible.

Research: a great deal of focus is placed on the dentist's health, studying his posture and operating modes.

Swident dental units are ergonomic, guaranteeing correct working position and maximum hygiene.

Design: style paired with solidity.

Swident dental units bear the unmistakable hallmarks of beautiful Italian design;

but they are also designed with attention to functionality, reliability and durability.

Production: production takes place in Italy with maximum attention to detail, both during assembly and testing.

Every product is tested to ensure its compliance with our highest quality standards, leaving nothing up to fate.

Swident dental units have obtained UNI EN ISO 9001 and EC certifications, bearing witness to the quality throughout production.

After-sales: Swident offers its customers an exceptional after-sales service, professional consultancy and an extensive guarantee on all dental units.



RESPECTING THE PLANET

ECOLOGY AND SUSTAINABILITY

Swident has always been attentive to ecological themes.

All of its products are designed with the minimum number of components. The various materials are easily separated, so that when the dental unit comes to the end of its life cycle, it can be easily dismantled and the majority of elements recycled.

The interior of the company has been designed to provide optimum working conditions; production and design are organised in order to reduce environmental impact to a minimum and safeguard resources.

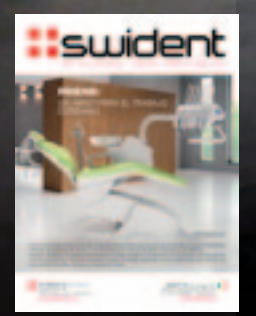
Ecology goes hand in hand with a focus on social fabric: Swident believes in sustainable, locally based enterprise that operates for the common good.



PRESENT AND VISIBLE

COMMUNICATION AND MARKETING

Swident sustains its growth with strong, diversified communication over a range of different media. It attends the major Italian and international trade shows with distinctive, eye-catching stands. It communicates in the main dental magazines and journals. It uses specially designed promotional tools to help brand penetration on all markets, including upcoming ones. It is online with a user-friendly, effective website, shortening the distances between the company and the end user. This set of actions creates powerful, innovative marketing, which has become a reference point for the dental sector in just a few years.





A COMPREHENSIVE RANGE

XP4



NEW XP4: EVERYTHING YOU WANTED IN A SINGLE DENTAL UNIT.

XP4 is the new dental unit from Swident. It encapsulates all the values on which the company has built its success: reliability, innovation, design, practicality, safety, high performance.





A COMPREHENSIVE RANGE

PARTNER



THE OPTIMAL WORKING PARTNER.

Partner has been designed to help integrate the dentistry team, and relieve stress on the dentist, assistant and patient by guaranteeing maximum performance, comfort and safety. Dedicated to professionals who want the best technology available with a cutting-edge design, together with “working support” that allows you to demonstrate your developing professional skills in an individual way.





A COMPREHENSIVE RANGE

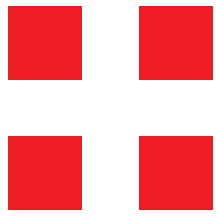
FRIEND



A FRIEND AT WORK

Friend is the dental unit designed for dentists who want cutting-edge, easy-to-use technology, an attractively designed product and easy interaction between dentist, patient and assistant. Versatile and reliable, it is perfectly suited to the demanding, multi-user work of large clinics and hospital departments. Friend offers the best technology available on the market, in a format that offers immediate, intuitive operativity accessible to everyone.





swident

WE SUPPORT YOUR PROFESSION



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