Interview: “I believe that innovation is the engine of a company”

By Dental Tribune International

In the interview:

InTERVIEw

Third, we rely on continuity: we put personal development.

gramme, we not only focus on the comprehensive training pro-

rity to us. We regard this as ship programme is of particular

around the world.

tal practices, dental clinics, dental

ester innovation, the Primea Advanced

bine with 5× ring LED+; and our lat-

market; Synea Vision, the first tur-

and maintenance unit; Lisa, the first

in 1998 to introduce a team-oriented

practices and partners, as well as via our social media

ers and partners. The goal is optimal

ntelligent solutions for our custom-

ers and partners. The goal is optimal

support for dentists in their day-to-

day work with advanced hardware

d close co-

ion between the development and

and manufacturing departments

All W&H products are delivered and

rformance and seamless technical service

W&H to guarantee rapid de-

 lent and reliable partners, who

ers, as well as via our social media

ers, partners and employees, rela-

nents with patients, custom-

relations on which one can depend.

Our corporate values—reliability,

our employees. Team spirit is of ut-

hers was a result of the cooperation was

er of state-

The dental market is changing
ger challenges.

practice, this means that our

products offer true added value to

the treatment process. By optimiz-

streamlining workflows, we can make it

to dentists and their practice teams

W&H is there for them as a so-

With the Primea Advanced Air tur-

face invariance of the bar can now

in regard to our tools via a smart-

or tablet, and automated

sion to control our tools via a smart-

r, increasing role, for example the op-

products and services is playing an

y to dentists and their practice teams

ers, partners and employees, rela-

rship with patients, custom-

family-owned business runs two

family-owned for 60 years. We strive for

serve all people in maintaining and

dentists and their practice teams

ers and partners. The goal is optimal

support for dentists in their day-to-

day work with advanced hardware

and software solutions. The close co-

ion between the development and

and manufacturing departments

has allowed W&H to respond quickly
to changes in the market and incor-

er requirements into

As a member of the Malata family, you have headed the company for over 20 years. Looking back, what have been the most significant developments or achievements during that time?

I took over the business from my father, Consul Dr Peter Malata, in 1996. My goal was not only to grow the business, but also to keep our processes lean. That’s why I decided in 1998 to introduce a team-oriented structure in the company, just to name one significant measure of many. Today, about 700 employees at our headquarters in Bürmoos are organised into over 100 teams.

Another important cornerstone was the internationalisation of W&H. Today, we operate three production sites—two in Bürmoos and one in Brusaporto—and 19 subsidiary companies around the globe.

How do you approach inno-

vation at W&H?

The basis for W&H’s steady growth is the consistent employment of state-of-the-art technologies and a dedi-
cated focus on research and develop-

ment. I believe that innovation is the engine of a company and my per-

sonal goal is to create more room for it. The continuous expansion of our R & D department involves not only the hiring of additional staff, but also the creation of workplaces that allow for faster, more creative collaboration and communication. In addition, we focus on collaboration with universi-
ties and research centres, as well as obtaining ongoing feedback from users regarding their experiences.

Currently, around 15 per cent of our employees work in the R & D depart-

ment at our headquarters. The focus of their activities is on innovative, high-quality medical devices and

in addition, of course, the products have to work intuitively, reliably and, above all, precisely.

Our products are characterised not only by innovative solutions, but also by many small details that make a real difference in the daily work of our customers.

You recently announced your acquisition of Swedish compa-

ny Ostell. How has this step complemented your of-

fering?

Ostell and W&H have successfully worked together since 2016. The first result of this cooperation was the new Implantomat with the integrat-
ed Osstell IQ+ module.

Ostell is known for its implant sta-

bility measurement and osseointe-

gration monitoring products. The acquisition was part of our strategy to expand into the surgical segment. Our aim is to broaden our compe-

ence and strengthen our position as a leader in the field of implantology.

In addition to your produc-

tion facilities in Austria and Italy, you currently maintain subsidiaries in 19 countries around the world. What are the key markets for you, and where do you see most poten-
tial for growth in the future?

W&H is active globally and our ef-

orts are extended to all markets. We do of course have specific goals for the different markets accord-

ing to their needs. To identify these, we have our 19 subsidiaries, 16 area managers, and a vast number of out-

standing and reliable partners, who allow W&H to guarantee rapid de-

livery and seamless technical service anywhere in the world.

In recent years, we have also estab-

lished subsidiaries in China and In-
dia and strengthened our sales activ-

ities in the Asia Pacific region. These are the markets in which we see the greatest potential at the moment.

The dental market is changing faster than ever before. What are your strategies for staying ahead in this challenging en-

vironment?

Our main goal is to provide true add-

ded value to our clients with all our products and services. As mentioned before, we are focused strongly on R & D and—I am personally very proud to say—doing so with great success. The Primea Advanced Air, for example, recently received the Statoorskrenov [innovation [national in-

novation award]] from the Austrian Ministry of Economy.

With the Primea Advanced Air tur-

bine, the rotational speed of the bar can now be set precisely and as a re-

sult of electronic regulation remains constant even when the contact pressure increases during the treat-

ment. In addition to the innovative drive technology, the turbine offers all the advantages of a W&H Synea Vision turbine.

Finally, the interconnectivity of our products and services is playing an increasing role, for example the op-

tion to control our tools via a smart-

phone or tablet, and automated

inventory management and service scheduling.

Where do you see W&H in the next ten to 20 years?

W&H has further expanded its posi-

tion in the global dental market—and ac-

preciated by customers and respect-

ed by competitors.

Thank you very much for the interview.