

# Nobel and Implant Direct become one

Discussion in 'Nobel Biocare' started by anonymous, Jan 5, 2018 at 1:51 AM.

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anonymous, Jan 5, 2018 at 1:51 AM

#1



anonymous  
Guest

Nobel Biocare & Implant Direct I am excited to announce that we are bringing together our premium and value implant businesses, Nobel Biocare and Implant Direct, to better serve our customers and patients. Hans Geiselhöringer will lead our multi-brand implant business. He will work over the next several months to bring these two businesses together. In addition, Rikke Tengberg will lead HR for the combined company. Tom Stratton and Nora Barber will be leaving the organization. We thank them for their service. A separate announcement will follow shortly detailing Hans' combined leadership team. We will refer to this OpCo internally as "Dental Implant Solutions" which will contain a portfolio of brands including Nobel Biocare, Implant Direct, ABT, and Orascopic. Externally we will continue to refer to these individual brands by their current names. There will be no change to any brand internally or externally. More information will be forthcoming as these two OpCos integrate into the new Dental Implant Solutions. We will share updates on this progress with our implant associates via town halls, Journey 2020, and Nobel Biocare SharePoint.

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