NobelBiocare Shuts Down Implant Direct Sales Operations in Canada and Europe

Hello Jerry,

Today I got an official information that ImplantDirect is leaving Europe by December 2019.... We are really shocked with this...

Hi Jerry

Yes, the official announcement to customers is not done yet but the sales force get the news yesterday. Implants will be available for sale during a short period and prosthetics will be available for a longer time. Distributors were informed today. They will also have an extended period for implants and prosthetics. It is a sad day for everyone.

Best regards

They said renewing the CE Mark was a big deal for so many items, but they did it for Alpha Bio. I believe they just don't understand the product.

Dr. Jerry Niznick

Yesterday at 4:52 PM

They don't want competition for AB and NobelActive. They don't appreciate the unique features of IMPLANT DIRECT products so they're just trying to simplify their product lines.

Implant Direct rep points out a lesson that Implant Direct, under NobelBiocare's management, does not seem to be heeding where Canada and EU are concerned:

"In any sales organization, it is important to stay the course. Have longevity. Know how to effectively manage territory, prospect and also maintain relationships."



Reactions



Nobel, who now controlled and manages, if not owns Implant Direct, recently terminated all its Canadian salespeople and operations. It just announced to all its European Implant Direct sales force and distributor network that they were ceasing operations by the end of the year. When I retired as president the end of 2013, EU sales were about \$20m and growing with many satisfied customers using our products. That year, Implant Direct, under my leadership, experienced 18.8% global growth compared to 2.2% for Nobel. Implant Direct kept this chart on its website well into 2016 claiming it was the fastest growing company in the industry which it was in 2013. It is a sad comment on corporate responsibility for Nobel to pull the plug on Implant Direct's very successful value priced product line so as to not to compete with its premium priced NobelActive and NobelReplace products or its discount priced Alpha Bio Israeli products rather than take the time to understand the features, benefits and value of implant Direct's patented, very successful implant designs. In the US, implant Direct salespeople are discouraged from explaining these benefits to existing Nobel customers, denying them the chance to saving money and improving success.

