



Straumann Ltd Case Study

Headquartered in Basel, Switzerland, the Straumann Group (SWX: STMN) is a global leader in implant and restorative dentistry and oral tissue regeneration.

Recently, Straumann entered the fast-growing field of restorative dentistry through the acquisition of etkon, an emerging force in CAD/CAM based tooth replacement. This makes them a uniquely positioned company in the dental sector that offers surgical, restorative and regenerative solutions - from bone augmentation and tissue regeneration, through implants and prosthetics, to individualized crowns and bridges.

In collaboration with leading clinics, research institutes and universities, they research and develop implants, instruments and tissue regeneration products for use in tooth replacement solutions or to prevent tooth loss.

The Group manufactures implant system components and instruments in Switzerland and the US and dental tissue regeneration products in Sweden. Their restorative products are manufactured in Europe and the US. The Straumann scanner technology is produced in Germany and milling centres are in Germany and the US.

They also offer comprehensive training and services to the dental profession worldwide, including training and education, which is provided in collaboration with the International Team for Implantology (ITI).

Altogether, Straumann employs more than 2200 people worldwide and their products and services are available in more than 60 countries through their own distribution subsidiaries and broad network of distribution partners.



Prior to meeting with Image Runner, Straumann were reliant on just a single colour output device to support their growing marketing and educational requirements.

Meeting tight deadlines for customer facing documents proved increasingly difficult due to the fact that the current service supplier could not respond fast enough to engineer calls and parts, including toner, were not being replenished within the timescales required.

Furthermore, the agreement in place was completely inflexible and could not accommodate the growth of the business moving forward. The immediate impact led to increase printing costs as volumes increased.

In meeting Straumann for the first time Image Runner took the opportunity to discuss the requirements of each department within the UK operation. It was vital that we understood the requirements of each and every department head before we put forward our recommendation.

Additionally it was equally important to understand the current contractual obligations so that we could take care of those when our solution was implemented.

Having gained a detailed understanding of the company's requirements Image Runner prepared sample documents so that the print quality could be compared and to ensure it met the high standards of the marketing department.

With the print quality agreed we then undertook the difficult task of looking closely into the financial outgoings of the business and we were able to replace the existing equipment with a new, more productive, cost effective solution within their existing print spend.

12 months on and we have now expanded the solution to incorporate other departments which has allowed the marketing department to benefit from their own solution.

Standardising the equipment has given the added benefit of consistent print quality being produced throughout the organisation.

Straumann now has the flexibility of upgrading their solution 36 months into their agreement which gives them the confidence that Image Runner is able to incorporate change as the business continues to develop and grow.

