

Press release

IDS 2023: Meet the #moritafamily

Dietzenbach, Germany, February 2023. The Japanese dental company Morita will be present at the IDS 2023 in Cologne, Germany, under the motto #moritafamily. With this Morita intends to show the people connected with the company to the large worldwide and extend its network – including live at the exhibition stand. At the stand, visitors will share a strong community, meet experts and advisers, test and experience new products and innovative solutions.

Markus Pein, Marketing Director at J. MORITA EUROPE GMBH, explains why the #moritafamily is more than a catchy motto “The IDS is like a long-delayed family meeting for us, we are therefore not only launching our new products and innovations but also our global #moritafamily campaign in Cologne. Behind the idea is primarily our aspiration as a Japanese family company to operate according to our central values, develop trusting relationships and be a support partner for everyone. For us this means very specifically that we provide products for our users that simplify their daily working routine and optimally support our trading partners with their marketing efforts. This requires, however, that we consider our employees. We want to create a particularly good working environment for them because our employees are our most valuable asset. It also involves the awareness of our social responsibility and our actions with regard to future generations. On the basis of all these factors we can meet good corporate decisions. If I should sum up the #moritafamily: we are looking forward to a large number of visitors to the exhibition stand, a great trader evening on 14 March and above all to numerous valuable meetings with people at the IDS.”

Markus Otto, Director Sales & Technical Service Director at J. MORITA EUROPE GMBH, reveals what can be expected with the presence at the trade fair: "The symposiums and conferences of past few months have given us grounds to be very optimistic about the IDS 2023. As an exhibitor we want to attain the high standard of before the pandemic and even surpass it. We will therefore be in Cologne in full presence and size with our new products and innovations. Our #moritafamily motto is aimed at our global community, but also includes our digital transformation as a company. This involves the further development of our range on offer via the webshop or optimisation of our processes - for example by the introduction of a new ERP system. Last but not least, #moritafamily is also a symbol for our international growth. In some global markets in the past few financial years we were able to record two-figure growth rates and want to build on this success, despite the current challenges of international crises. The results of our work are excellent products and solutions, which we want to share as an international family with everyone interested at the IDS: a warm welcome waits in the #moritafamily – Hall 10.2, Stand P040-R049!"

TRY! Morita innovations to view, touch and test

At the IDS Morita will show its entire European range of services with products and solutions from the fields of diagnosis and imaging, treatment units, endodontics, instruments, dental lasers and orthodontic products. In the "Morita Solutions" area renowned endodontic specialists will present the endodontic workflow using the Morita portfolio and are available to provide advice and support. Visitors are also explicitly invited to try out the units for themselves in specially equipped hands-on areas, whether turbines, straight and contra-angle handpieces, endodontic systems, treatment units or software solutions.

NEW! Signo T100 – white Morita DNA in a Porsche design

The new Signo T100 combines the design philosophy of Studio F. A. Porsche with the professional standards of MORITA. The result is timeless aesthetics in high production quality - intuitive to operate and comfortable for dentists and patients. In summary, the new Signo T100 is attractively priced both functionally and aesthetically. It is currently supplied as an over-the-patient version (OTP). With its white housing and a large range of available cushion colour it integrates optimally in any room design.

NEW! Signo Z300 – treat ergonomically using the zero concept

Another new product on the European market is the Signo Z300 treatment unit. It is based on the zero concept in which the design of the unit and functions are oriented to the ergonomic workflow of the dentist. Thanks to the horizontal lying area, the Signo Z300 allows users to treat patients in a natural posture, healthy sitting position and without physical strain. Regular live demonstrations at the exhibition stand illustrate the benefits of the zero concept.

NEW! Tri Auto ZX2+ - endomotor with a certain twist

Morita presents new technology in the field of endodontics. The Tri Auto ZX2+ is a new cordless motor with integrated apex locator. The plus in its name makes it stand out from all other endomotors on the market. With the new OGP2 mode and the enhanced OTR mode, you can fully exploit the potential of your favorite files, both reciprocal and rotary. Proven Morita technology helps reduce file breakage and jamming - ensuring safer use. In addition, the OGP2 function simplifies your treatment by combining patency, glide path and shaping all in one mode for a smooth and optimized workflow. Including Morita's world-leading apex locator built right in, the Tri Auto ZX2+ is sure to make any dentist a fan of endo treatment.

NEW! TorqTech UM small head – high performance

TorqTech straight and contra-angle handpieces are renowned for their compact, ergonomic design and small instrument heads. Morita has now further developed this concept from mini to ultra-mini without reducing the power. The TorqTech ultra-mini series has been specially designed to ensure better visibility and access even in patients with small mouths and extending to the posterior molars. The CA-5IF-O-UM contra-angle handpiece is optimally balanced in the hand – as with all TorqTech instruments. IDS visitors are very welcome to try the new ultra-mini high-speed motor at our Morita drill bar for themselves.

This is the #moritafamily

The #moritafamily is a global community of people with very different areas of expertise and connections to Morita: users, dealers, developers, employees, partners and admirers of Morita. The pursuit of the highest possible quality dentistry for the wellbeing of patients throughout the world connects the #moritafamily. Faces can be put to the #moritafamily at its meeting point on the Morita exhibition stand during the IDS. Family members from all over the world can be seen on the large-scale display of the exhibition walls. Their Morita stories and their very individual professional areas of interest can also be experienced on the walls and the newly set up www.morita.family website. Would you also like to become part of the #moritafamily and share with Morita your commitment and passion for your profession and the world of dentistry.

Further information about J. MORITA EUROPE GMBH is available at www.morita.de

Figures



Fig. 1: Markus Pein, Director Marketing J. MORITA EUROPE GMBH



Fig. 2: Markus Otto, Director Sales & Technical Service



Fig. 3: The new Signo T100 – Design unit in white



Fig. 4: Ergonomic Zero Concept – the flat-bed unit Signo Z300



Fig. 5: Tri Auto ZX2+ - Next Level of Reziprocatation



Fig. 6: TorqTech UM – Even smaller head for better visibility

**Contact:**

J. MORITA EUROPE GMBH
Carmen Schwarz
Justus-von-Liebig-Straße 27b
63128 Dietzenbach
Germany
Tel.: +49. 6074. 836 0
Fax: +49. 6074. 836 299
info@morita.de
www.morita.de

About Morita:

The Morita Group is one of the leading manufacturers of medical technical products. The traditional Japanese company, with sales companies in Europe, USA, Brazil, Australia and Africa, provides a wide range of products. Leading the way in X-ray diagnosis and endodontics, the product portfolio offers high-performance imaging systems, including 3D volume tomography, treatment units, turbines, straight and contra-angle handpieces, instruments, and endodontic measuring and preparation systems. With a great emphasis on quality and continuous research, over 2,000 employees worldwide focus on the needs of users and dentists. In this way the spirit of Junichi Morita, who founded the company in 1916, lives on. Morita, now in its third generation of family ownership, is under the management of Haruo Morita.