



## **PRESS RELEASE**

### **Kulzer: Marc Berendes new CEO**

**Kulzer appointed Marc Berendes as new CEO. He replaces Akira Misawa, who returns to the Mitsui Chemicals headquarters in Japan. New in the Board of Management at Kulzer is Hiromi Hayashida.**

Hanau/02.07.2018. After successful accomplishment of the integration of Kulzer into the Japanese Mitsui Chemicals group Akira Misawa took over a new responsibility in Tokyo.

With Marc Berendes, a member of the existing Board of Management was elected to ensure continuity. He has been the Kulzer CSO since 2016 and therefore is familiar with both company and dental industry. In this function, he was responsible for Sales, Service and Marketing.

The Canadian Berendes can look back on a successful career in various management functions in Sales, Marketing and Finance for a number of renown healthcare companies.

As CEO, he will focus Kulzer on supporting their customers in optimizing the workflows in dental offices and laboratories. A faster time to market for product innovations is an additional objective for him. He states "We will further develop our vision to be the lifetime partner of our customers. We will focus innovation in those areas that maximize productivity gains for dentists and dental technicians and create the solutions and services that help our customers restore patients' oral health."

The new CEO also strives to expand the business in the Middle East, South America and Asia as well as the Kulzer Service offering. "I'm proud what we have achieved already and we will continue to grow."

Mr. Hiromi Hayashida in his new role as Senior Executive Vice President will be responsible for Legal, Regulatory Affairs, Quality and Global Safety Management. In addition, he will play an important role in maximizing the potential synergies that exist between MCI and Kulzer.

He was part of the management team of Kulzer North America since 2017. Hayashida has been with MCI since 1989 and has an academic degree in Chemical Engineering. He had a number of different international management assignments within the MCI group; the majority being US based.



Also new in the board of management is Stefan Klomann, who will join the company on July 16 and as CMO will be responsible for the Marketing group. Stefan Klomann has many years of experience in Marketing. Most recently, he held various senior leadership position at renown dental companies.

The position of the CSO will also be assigned soon. Unchanged members of the Board are Andrea von Popowski (Chief HR Officer), Andreas Bacher (Chief Operating Officer/Chief Strategy Officer), Clemens Höß (Chief Finance Officer). Yusuke Yoshida took over the new position as Chief Technology Officer (CTO) and in this function is responsible for R&D, Project and Product Management.

For Kulzer customers, however, nothing changes on a daily basis. Their local contacts remain the same.

## **Kulzer GmbH**

As one of the world's leading dental companies, Kulzer has been a reliable partner for all dental professionals for more than 80 years. Whether aesthetic or digital dentistry, tooth preservation, prosthetics or periodontology, Kulzer stands for trusted and innovative dental products. With optimal solutions and services, Kulzer aims to support its customers in restoring their patients' oral health in a safe, simple and efficient way. For this purpose, 1500 employees work in 26 locations in the fields of research, manufacturing and marketing.

Kulzer is part of the Mitsui Chemicals Group. The Japanese Mitsui Chemicals Inc. (MCI) based in Tokyo owns 131 affiliates with more than 13,400 employees in 27 countries. Its innovative and functional chemical products are as much in demand in the automotive, electronics and packaging industries as in environmental protection and healthcare.

Up to July 2017, Kulzer operated under the name of Heraeus Kulzer. By changing the name, Kulzer will focus on its strengths that have made it successful: loyal partnerships with users, distributors and universities, and, above all, highest quality materials, innovations and a spectrum of services that is unique in the market.



**KULZER**  
MITSUI CHEMICALS GROUP

**Press contact**

Kulzer GmbH  
Corporate Marketing  
Jens Bewersdorff  
Leipziger Straße 2  
63450 Hanau, Germany  
[www.kulzer.com](http://www.kulzer.com)

Telefon: +49 6181 9689-2452

[jens.bewersdorff@kulzer-dental.com](mailto:jens.bewersdorff@kulzer-dental.com)