

Interview

Stay as you are!

Our sales partners are also part of our global #moritafamily. One of our partners is the company of C. Klöss Dental in Münchendorf, Austria. We spoke with the Managing Director René Gruber and the Regional Sales Manager Patrick Völker.

What is the set-up of your company?

Patrick Völker:

We are the third generation of an owner-managed dental trading company with independent GmbH (limited company) status in Austria. In addition to our head office in Münchendorf, south of Vienna, we have another subsidiary in the west near Innsbruck. We are a young team with currently 25 employees. We celebrated our 10-year anniversary in Austria in October 2022. Since the beginning, we have stood for personal consultation in areas of the daily dental routine and cover almost everything that dentists require: from materials to large units, 3D planning, practice planning, object searches etc. In short, we are a full-service provider for the dental practice.

What sets you apart or how are you different from other specialist trading companies?

Patrick Völker:

I wouldn't say that we are a typical depot. We are all still relatively young and have a very modern outlook and a completely different approach to the subject. We are very service and technology focussed, i.e. we also sell via technology because contact with customers via technology is another thing altogether.

How long have you already been a sales partner of Morita?

Patrick Völker:

We have been a sales partner of Morita since the 1st July 2016. But my first contact with the company is actually longer ago, and at that time I was still with another company employed in the service department and got to know Morita as a very discerning company. There is a great deal of know-how in their products and there is therefore also a great deal of expertise required to be able to represent the company and sell their products. At C. Klöss we are able to do that. As we were looking for a genuine high-quality supplier with top products, we decided on Morita.

How did you make contact with Morita?

René Gruber:

This was in May 2016 at the WID (Vienna International Dental Exhibition) in Vienna, our biggest dental fair in Austria. Julian Winter, Managing Director of CoSi Dental GmbH had already been a partner of Morita for many years. He recommended us to Morita and vice versa. The first discussion then took place between myself and the Morita Sales Manager Holger Eilers.

Which Morita products do you have on offer?

René Gruber:

We have everything from Morita, i.e. the complete European and MDA approved product portfolio. There are still products in Japan that are not approved for the European market. We therefore do not have any access to these products. But everything that Morita supplies to our market, we also sell.

And why have you decided on selling Morita products? What added value do you provide to your customer with this?

Patrick Völker:

With large units – whether from the field of X-rays or treatment units – there is simply a huge difference between Morita and its competitors with regard to the mechanism, haptics of all surfaces and controls, also the entire workmanship, including inside the units. Much fewer plastic parts are used with Morita. Instead, the inner components are made of cast aluminium, oil hydraulics in place of electromechanical motors. The entire processing is of a very high quality. As a result, the units are also much less vulnerable and require virtually no servicing or repairs. There is not even a servicing kit for the X-ray units. They are simply not required. In the seven years since we have been selling Morita X-ray units, we have only had one downtime and that was able to be repaired overnight. Particularly in the X-ray segment, one of the big differences is also in the image quality. Morita is simply market leader in this field.

What is your Morita bestseller?

Patrick Völker:

For a long time now the Veraviewepocs 3D R100 has been the market leader in the X-ray segment. This 3D X-ray unit is the most popular with our customers. Though the Veraview X800 has caught up in the meantime and could almost be on a par, but we would have to check the fully up-to-date status.

René Gruber:

The Signo T500 is our market leader in treatment units. And what should I say about this? It is just simply the Porsche design. This unit is one of the most stylish – if not the most stylish – on the market. Its aesthetics attracts customers and invites them to touch and try out the unit. Then they sit on it and try everything out: How do the moveable elements operate? How does the foot control feel? How are the haptics of the dentist's element? They sense the excellent workmanship and the high quality. This seems to convince them. The Signo T500 is a premium unit in the upper price segment, it is not a standard unit and the expectations of such a unit are high. Obviously this unit also convinces the most discerning customers.

What is the difference between the Morita treatment units and competitors' units in the premium class?

Patrick Völker:

The products do not necessarily differ with regard to technology. The hydraulics chair from Morita is of course in a class of its own. Morita has retained this technology, while competitors have converted to the cheaper electronic drive. The difference to electronic motors is very simple: the hydraulics cannot be destroyed!

What experience do you have in terms of customer satisfaction with Morita users?

René Gruber:

Nowhere do you get one-hundred-percent satisfaction. Therefore we can't talk of that. But you do get 99% satisfaction with Morita.

Patrick Völker:

In sales discussions I often say to my customers: "I currently don't know any unsatisfied Morita X-ray customers". And completely regardless of which customers we take as references, they would truthfully recommend the unit to anyone interested.

High-tech dental units are products that require explanation. What support do you get from Morita in this regard?

Patrick Völker:

We regularly have training courses - online and on location. But we are also lucky with our technicians. They are very eager to learn and want to become familiar with new products. That is also the main reason why we are considered as a suitable partner of Morita. If a company doesn't have good technicians, it also cannot sell Morita products. Even at assembly things can become unstuck. Our service and technology, however, are very well established. Otherwise, we would also not have been able to continually increase turnover with Morita in the past few years. Many others have failed previously because of this. As

we took over sales of Morita in 2016, it was always implied on the market that Morita products are good but Morita does not provide any service in Austria. This argument is no longer valid.

How is collaboration with Morita in general?

René Gruber:

Basically, we had already agreed when we got to know each other in May 2016 that we would meet at least once a year at the trade fair in Vienna. In any event, Morita colleagues always come in May. There will even be at least two meetings this year, as we will see each other in March at the IDS. Since our mutual start in 2016, we have also experienced quite stormy times. The past three years were particularly difficult due to the pandemic and now we have a war in Europe. It was always ups and downs – including economically. But despite everything, our sales partnership always functioned well in good and bad situations. Even in critical situations Morita has always acted fairly. This is based on a reciprocal relationship. Morita can rely on us and we can rely on them. Before our partnership, Morita did not have a good presence in Austria and we did not have their products. I would say that we have also jointly built up the Morita presence in Austria.

Patrick Völker:

In the intervening period, a really tremendous, friendly collaboration with Morita has been established. I would like to particularly highlight the Morita colleagues Holger Eilers and Lukasz Hasske as well as Markus Otto, Carmen Schwarz, colleagues from logistics and many others. Regardless of what is needed, we know each other and everyone is always immediately available. This is a great situation to be in.

What aspects can still be improved?

René Gruber:

Morita could be a little more favourable with their purchase price (laughs).

Patrick Völker:

J. Morita Europe endeavours to implement suggestions and react to criticism. But it would be even better if this would also reach Japan and we would get feedback or at least some kind of reaction.

René Gruber:

Yes, with the treatment units for example in Austria we have a great many whip arm users.

Patrick Völker:

That's true, and Morita does not have a corresponding offer for the Signo T500 to date. Unfortunately, this limits the sale of this excellent unit.

René Gruber:

I must say on the subject that the hanging hose version with the Signo T500 is so well made, thanks to the integrated hose lock, that it has already also convinced some whip arm users and prompted them to switch over.

What connects you with #moritafamily?

Patrick Völker:

It is a marketing concept that is still only at the beginning. But I find the idea excellent. Because everyone who works with Morita products place value on high quality. This means that genuine dental specialists meet in the #moritafamily who all want to work with top products and can exchange ideas and share the same high standards.

René Gruber:

... and support it wholeheartedly and with passion.

Have we forgotten anything in our discussion?

René Gruber:

RG: To our contacts at Morita I would simply like to say: Stay as you are!

René Gruber, Patrick Völker, many thanks for this discussion.



René Gruber



Patrick Völker

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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.