

Press Release

MORITA: True Sustainability at IDS 2025

Dietzenbach, February 2025. At IDS, MORITA is debuting with an entirely redesigned exhibition booth. The consistently sustainable booth concept is based on reusable elements from construction scaffolding. This not only allows MORITA to authentically present its forward-thinking products but also to fulfill important Sustainability Development Goals (SDG).

Simply Ingenious: Versatile and Reusable

The name MORITA stands for particularly robust and reliable dental technologies and systems that meet the highest standards of quality and durability. To reflect this in the company's external image, MORITA, in collaboration with *f/p design gmbh* and *Agentur Bauwerk e.K.*, developed a consistently sustainable exhibition booth concept using exclusively reusable booth elements. The solution is as simple as it is ingenious: The new MORITA booth at IDS is assembled from conventional scaffolding, which is returned to the rental company after the trade show and reused in the event sector.

The Synthesis of Sustainability and Aesthetics

"We are all familiar with the mountains of waste that typically accumulate after large events," says Markus Pein, COO and Member of the Board at MORITA EUROPE, adding, "At MORITA, we've been using recyclable materials for many years, but with the new booth concept, we've taken a decisive and consistent step towards 'No-Waste.' The modules of the MORITA booth are designed for long-term, versatile use, with materials that are recyclable according to an ecological circular economy or biologically degradable. This booth concept aligns with MORITA's core corporate values: social responsibility, respect for nature and life, and the protection of health and well-being. As a MORITA employee and a father, it is a personal concern of mine to contribute to preserving our planet for future generations. Combining this commitment with a compelling design is no contradiction for me. The authentic industrial style of our exhibition booth provides the perfect modern setting for showcasing our high-quality products."

A Scaffold as a Booth Element: Building for the Future

Professor Fritz Frenkler, founder and managing director of *f/p design*, led the development of the new MORITA booth concept. He explains why the time for a change in thinking is now: "It's about credibly demonstrating ecological responsibility with the exhibition booth, and we achieve this with the scaffolding that will be reused in the event sector after the trade show. This type of exhibition construction is a reduction, making it clear to the observer that something needs to happen in terms of sustainability – and it is happening right here at the MORITA booth. Environmental issues are not a trend; they are an absolute necessity. We realize that we are on a construction site – a construction site for the future of MORITA and the entire world. That is what we want to show."

This concept will be implemented at IDS 2025 by *Agentur Bauwerk e.K.* from Langenfeld. **Annette Jupke, Director of Marketing & Sales at *Agentur Bauwerk***, is excited about this special project: "For every exhibition booth, our goal is to stage the real heroes of the show – products ranging from tiny to massive – in a way that makes them tangible and experiential. To realize the unique MORITA booth concept, we will have to explore entirely new approaches. But we gladly accept this challenge. After all, *Agentur Bauwerk* was recently recognized as an exceptionally sustainable company."

MORITA's Tradition: Responsibility leads to Vision and Future Viability

MORITA's sense of responsibility towards the environment, people, and future generations is not only reflected in the high quality and reliability of its products but also in its social contributions and commitment to the UN's Sustainable Development Goals (SDGs). Waste prevention and resource conservation are also implemented at production sites in Japan, where a consistent Zero-Discharge system and state-of-the-art environmentally conscious manufacturing processes save resources and protect the local environment. The new booth concept debuting at IDS is a consistent step towards a more sustainable future. It is intended to be implemented globally in the future, helping to advance sustainability goals.

For more information about MORITA EUROPE, visit www.morita.de.

Illustrations



Fig. 1: Markus Pein, COO and Member of the Board, MORITA EUROPE



Abb. 2: Professor Fritz Frenkler, founder and managing director, f/p design



Abb. 3: Annette Jupke, Director Marketing & Sales, Agentur Bauwerk e.K.

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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.