



Press Release

MORITA at IDS 2025: Choose Serenity. Rooted in Reliability.

Dietzenbach, February 2025. At IDS 2025, visitors will experience high-quality, intelligent solutions at MORITA's completely sustainable booth, where they will be welcomed by a company that embodies hospitality and innovation. As a family-owned business with deep Japanese roots, MORITA has been developing highly reliable, cutting-edge technology for over a century. Choosing MORITA means working with confidence and looking to the future with peace of mind.

Reliability Brings Serenity

Dentists are successful when they can fully rely on the quality of their systems and devices. This conviction was already held by Junichi Morita when he founded "MORITA Shika Shoten" in Kyoto in 1916. Since then, traditional Japanese values have formed the heart of the MORITA family business: relentless pursuit of precision, perfection, and uncompromising quality (Kaizen), the dedication and responsibility of the manufacturer for every detail of its products (Monozukuri), and the art of meeting customers and guests with the utmost attentiveness (Omotenashi). Building on this foundation, MORITA has passionately and competently developed high-quality and intelligent solutions for over 100 years, trusted by customers worldwide. Visitors to IDS 2025 are warmly invited to experience the exceptional quality of MORITA products for themselves and discover how the reliability of MORITA can make their daily work significantly more relaxed.

Absolute Care for Maximum Trust

Markus Pein, COO and Member of the Board at MORITA EUROPE, explains why "reliability" is not just an aspiration for MORITA but a deeply rooted belief – and thus became the guiding theme of this year's IDS appearance: "At MORITA, we always think from the customer's perspective. That's why we want dentists to directly experience the high quality and care that distinguish our solutions, both in their daily work and at IDS. Those who choose the reliability of MORITA can work with peace of mind and look to the future with confidence: 'Choose Serenity, rooted in Reliability.' Our products are thoughtfully designed down to the smallest detail and crafted with the utmost care. The exceptional image quality of our X-ray systems enables maximum diagnostic precision, our

endodontic solutions operate with the highest accuracy, and each treatment unit is fully assembled and tested before delivery – just to name a few examples. This high standard reflects our corporate philosophy, which combines modern entrepreneurship with traditional Japanese values. Our goal is satisfied and successful customers who can look to the future with confidence. To achieve this, we develop and manufacture exceptionally high-quality, durable, and future-proof systems and technologies."

Omotenashi – MORITA welcomes Guests

The MORITA booth is designed as an open space for encounters, symbolizing values deeply rooted in Japanese culture: respect, attentiveness, and the passion for making every guest feel welcome and appreciated. Visitors are invited to experience not only the reliability of MORITA products in a relaxed atmosphere but also to enjoy a cup of green tea. "For us, it is natural to welcome our guests at the trade fair as we traditionally do in Japan – with the highest level of hospitality and attention," explains **Carmen Schwarz, Marketing Manager at MORITA EUROPE**. "Our booth is a place of exchange and inspiration. Here, dentists, dealers, and business partners should not only learn about our products but also experience the values that have shaped our company for generations. We look forward to welcoming visitors from all over the world to IDS 2025 and engaging in dialogue with them."

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

Illustrations



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