



## Komet Dental Launches New Sales Company in the UK

Lemgo, December 9, 2024 – Komet Dental, a global leader in dental innovation, has established a dedicated sales company designed to enhance customer service and provide tailored solutions for the UK market. This move builds on Komet’s successful partnerships with dealers and reflects its unwavering commitment to meeting the unique needs of dental professionals.

“The establishment of Komet UK marks a significant milestone in our global growth journey, reinforcing our position as a leading international partner for innovative solutions in the dental sector. As part of the Brasseler Group, we are committed to direct customer engagement to deliver unparalleled support and expertise,” says Carsten Cieslik, Director of the Komet Dental business unit.

The launch of Komet UK ensures localised support with direct customer contact, specialised advice, and exclusive, customised offers. Customers will benefit from faster access to new innovations, flexible delivery options, and services tailored to their individual requirements. This initiative enables Komet to work more closely with practitioners, offering high-quality tools and services that make dental and laboratory work more efficient, economical, and reliable.

"We specialise in creating exclusive, customised solutions tailored to the specific needs of dentists and dental technicians. By maintaining close relationships with our customers, we remain agile and responsive, enabling us to support their daily workflows effectively. Our goal is to contribute to enhancing the quality of patient care," says Heidi O'Carroll, CEO of Komet UK

### A Legacy of Excellence

Komet Dental's offerings are built on over a century of expertise and a strong global presence. With over 250,000 customers worldwide, the family-owned company remains a top innovator in the industry, providing products developed through in-house R&D and manufactured under strict quality standards in Germany. Komet’s multi-channel approach, including a dental sales consultant team starting in January and the launch of a full web shop ([www.kometuk.com](http://www.kometuk.com)) by February 2025, ensures accessibility and convenience for all customers.

### Dealer Collaborations

Komet UK reinforces its commitment to fostering strong relationships with its trusted dealer network. These valued

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# Press Release



partnerships enable Komet to deliver a comprehensive product portfolio backed by expert guidance and unparalleled support, ensuring the highest standards of service for dental professionals across the UK.

This milestone highlights Komet Dental’s dedication to equipping dental professionals with the tools and support necessary to deliver outstanding patient care.

The following image material is available:

**Picture 1:** Portrait of Carsten Cieslik



**Caption:** Carsten Cieslik (Director Komet Dental business unit)

**Image source:** Komet Dental

**Picture 2:** Portrait of Heidi O’Carroll



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**Caption:** Heidi O'Carroll (CEO Komet UK)

**Image source:** Komet Dental

**Picture 3:** Group picture of Carsten Cieslik and Heidi O'Carroll



**Caption:** Carsten Cieslik, Director of the Komet Dental business unit, and Heidi O'Carroll, CEO of the new Komet UK sales company, present the expansion of the market presence and the strengthening of customer relationships through the establishment of Komet UK.

**Image source:** Komet Dental

### About Komet Dental

As a family business, Gebr. Brasseler GmbH & Co KG has been committed to improving the quality of life of people worldwide with its dental and surgical products for over 100 years. With its development into a globally active MedTech company from Lemgo, Germany, Brasseler is now one of the most important employers in the region. Brasseler has been family-owned since its foundation, and the shared values of the family business are characterised by long-term thinking and a focus on people. The company employs more than 1500 people worldwide, 1,200 working at Brasseler's headquarters.

Since 1923, Brasseler has been a global leader in the development and distribution of rotary dental instruments under the renowned Komet Dental brand. With a portfolio of over 25,000 products, Komet Dental serves dental professionals in more than 110 countries worldwide.

Komet Dental's comprehensive range includes both standard instruments and innovative solutions that set industry standards for

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dental practices and laboratories. The product line features traditional round burs, crown cutters, composite removers, polishers, and advanced systems for endodontic treatments.

To further support dental professionals, Komet Dental offers the Komet Academy, providing training and educational resources designed to enhance the practical application of its instruments. These training sessions ensure practitioners stay updated on the latest techniques and maximise the potential of Komet’s innovative solutions.

With a steadfast commitment to innovation, precision, and education, Brasseler continues to empower dental professionals worldwide with high-quality tools and the knowledge to deliver outstanding care to their patients.

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