Rethinking Dental Technology Through Integrated Innovation

Digital workflows, rising patient expectations and increasing international competition are transforming the dental industry faster than ever before. At the same time, manufacturers must combine technological innovation with precision, reliability and clinical expertise. bredent group has positioned itself successfully in this demanding environment by combining implantology, prosthetic expertise and digital manufacturing technologies into integrated treatment solutions. In this interview, CEO Gerald Micko speaks about the evolution of the family-owned group, the growing importance of digital dentistry, new material innovations and why courage and adaptability remain essential.

INTERVIEW WITH
Gerald Micko, CEO

360° DENTAL COMPETENCY

bredent group

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European Business: Mr. Micko, how has bredent group evolved since its foundation?

Gerald Micko: bredent was founded in 1974 by Peter and Brigitte Brehm as a small consulting company and evolved into today's bredent group through expansion into dental materials, implantology, milling, software and digital technologies. The group now includes 25 companies, 12 international subsidiaries and 650 employees with consolidated revenues of around EUR 105 million. I joined the company 22 years ago and witnessed its growth from around 90 employees into an international organization. Many dedicated employees contributed to this success.

European Business: How is the company structured today?

Gerald Micko: Our business is built on three pillars: laboratory products, implantology, and milling machine and software technologies. Together, they allow us to provide indication-based therapeutic solutions from a single source – from CAD/CAM blanks and implant systems to machines, software and materials. Under our "Connect & Design" philosophy, we combine these technologies into integrated treatment concepts.

European Business: What makes bredent different from competitors?

Gerald Micko: We see ourselves as a hidden champion with strong material and production expertise in technologies that will shape dental treatment over the next ten years. Unlike many competitors, we optimize not only the implant itself but the entire restorative process. We focus exclusively on open systems and fully coordinated solutions from one source. Another key strength is our expertise in immediate restorations.

European Business: Who are your customers and key markets?

Gerald Micko: We supply dental laboratories, dental practices, clinics, clinic chains and industrial milling centers worldwide. Export accounts for around 70% of our business. Continental Europe remains our strategic core market, while we are also growing strongly in India, China, Africa and South America. We see growth potential

From implantology to CAD/CAM and digital manufacturing, bredent combines multiple technologies into seamlessly coordinated treatment concepts

Precision-driven digital planning and intelligent production processes are shaping a new generation of efficient dental care solutions

on nearly every continent. In Germany, Austria, Benelux and France we operate with our own sales structures and around 45 sales representatives.

European Business: How have recent crises affected the business?

Gerald Micko: We experienced the effects of Corona, supply shortages, rising costs and increasing regulatory pressure. International competition has become tougher, especially for European manufacturers. Companies must adapt quickly to changing market conditions and new rules. Still, the dental market remains relatively stable because treatment is essential.

European Business: What role does digitalization play in your industry and how are you preparing for the future?

Gerald Micko: Dentistry is already highly digitalized, especially internationally, where development is progressing faster than in Germany. AI will further accelerate this transformation through automated treatment planning, integrated workflows and intelligent assistance systems, including AI agents. We are investing heavily in innovation, automation and scalable digital processes. Key focus areas include hybrid prosthetic materials closer to natural teeth, advanced implant systems and 3D-printing solutions. At the same time, we are developing ready-for-use concepts where dentists receive complete treatment packages – including implants, abutments, bridges and surgical guides – delivered just in time for procedures.

European Business: What importance do sustainability and corporate culture have for your company?

Gerald Micko: Sustainability is becoming increasingly important for us. We recently published our first voluntary sustainability report, while growing regulatory requirements in areas such as packaging, compliance and supply chains continue to increase complexity for manufacturers. Partnership, performance and reliability remain core company values, especially in an international organization that depends on strong collaboration across teams and structures.

European Business: What are your goals for the coming years?

Gerald Micko: We aim for sustainable growth of 5 to 10% across the group while strengthening our position in CAD/CAM, implantology and 3D printing. Innovation, scaling and productivity improvements remain central priorities. International competition has become much tougher, making adaptability increasingly important. Personally, I believe companies should focus less on complaining and more on opportunities. Europe still has enormous strengths if businesses remain courageous, agile and committed.

High-performance material technologies are driving new standards in modern implantology and prosthetic dentistry