

VITA is on Facebook now

VITA Zahnfabrik has joined facebook now. On their Facebook page, the traditional company located in Bad Säckingen (Germany) offers their customers an additional interactive communication channel for direct dialogue.

Bad Säckingen, October 25, 2012. "Facebook gives us the opportunity to come and stay in contact with customers and interested persons in a direct and fast manner. It is our objective to improve the quality of our services for our customers, to intensify the dialogue with them and to offer real added value", says Björn Kersten, Head of Corporate Communications at VITA.

In addition to providing the opportunity for intensive dialogue with customers, the Facebook site also includes current topics in the areas of courses/training, career at VITA and top events. Anybody who would like to get some information about the history of the family-owned company and their wide range of products for dental practices and laboratories will also find milestones of the company's history since the 1920s, which can be clicked on.



www.facebook.com/vita.zahnfabrik

Fig. 1: The link www.facebook.com/vita.zahnfabrik offers news from all areas of the company to interested persons.



Fig. 2: News from the areas of fairs/exhibitions, events, career and courses.

We would appreciate a sample copy of any reprints.

VITA Zahnfabrik H. Rauter GmbH & Co. KG

Headquartered in Bad Säckingen/Germany, VITA Zahnfabrik H. Rauter GmbH & Co. KG has been developing, producing and marketing innovative solutions for dental prosthetics according to consistently high quality standards for over 85 years, and has been known from the very beginning as a pioneer and worldwide trendsetter. The VITA shade standard, for instance, is recognised internationally in the dental branch as a shade reference system. Users in 120 different countries benefit from the comprehensive range of products and services provided by VITA Zahnfabrik. These include analogue and digital tooth shade determination systems, acrylic and ceramic teeth, veneering and framework materials for conventional and computer-aided manufacturing procedures, dental equipment as well as a wide range of service and training facilities.

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