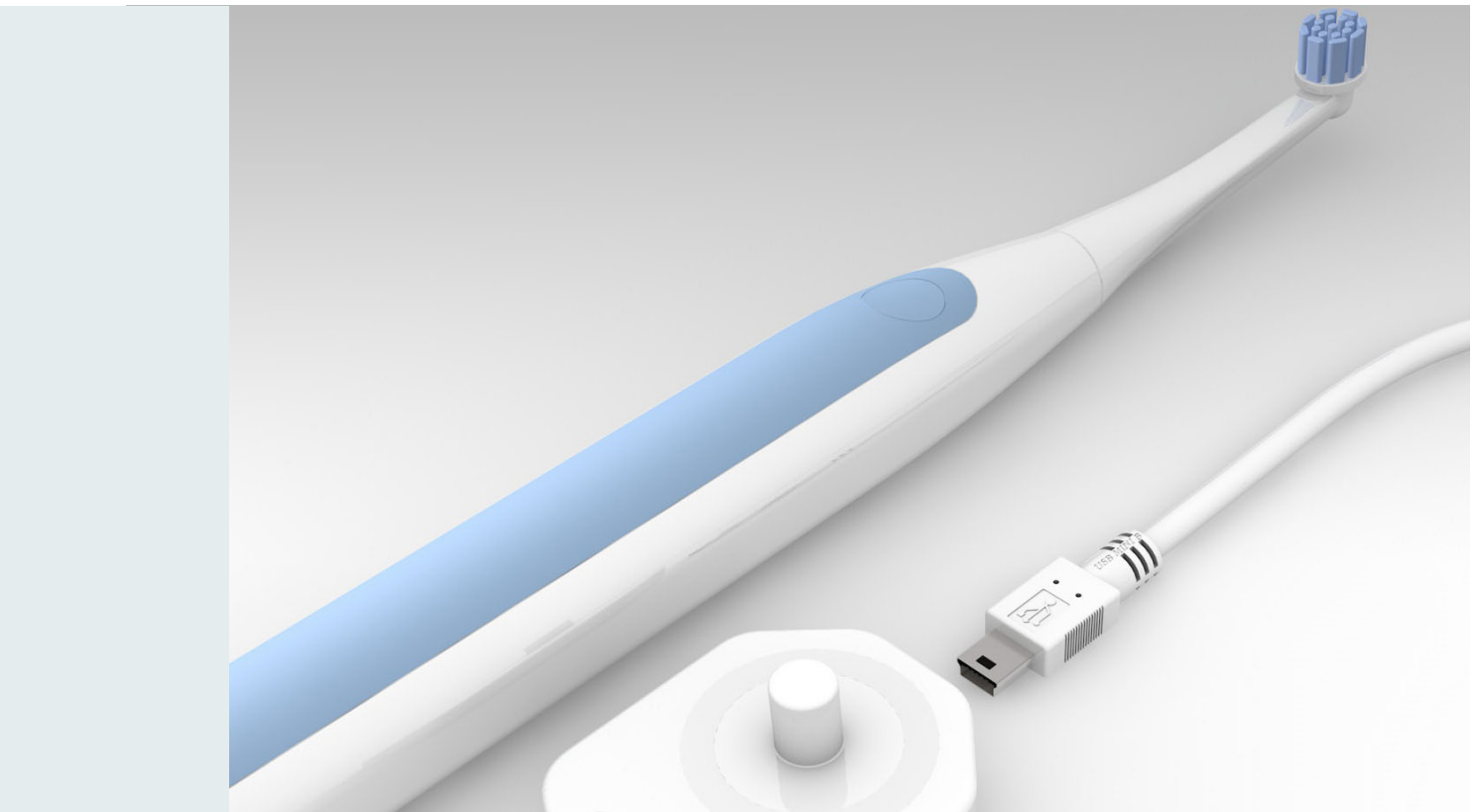




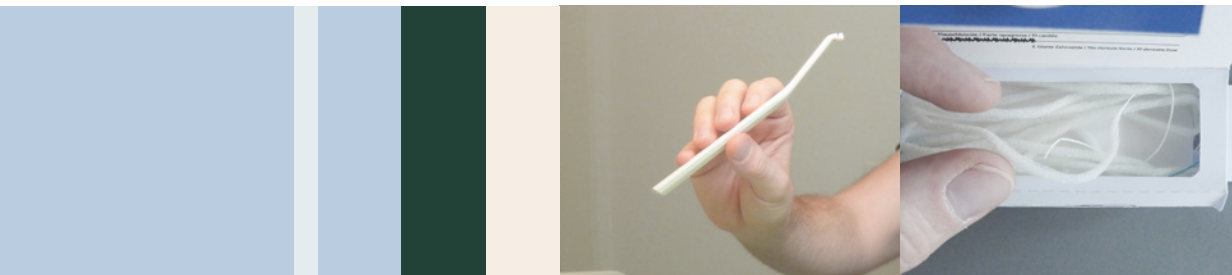
DENTAL DESIGN FOR CURADEN

Creative lab

The management of the Curaden Group and Erdmann Design have cooperated closely since 2005. As creative partners and ergonomics experts we have been invited to develop innovative solutions for dental care prophylaxis and dental restoration for the international dental market.



In monthly design workshops we solve the company's innovation challenges. Our goal: deliver product-based answers to questions of the future in dental care.



Testing ergonomics.



The blue corporate color ensures the brand is quickly recognized. CURAPROX is positioned prominently as a brand. Typography is simple and clear. Labeling can be adjusted easily for local markets.

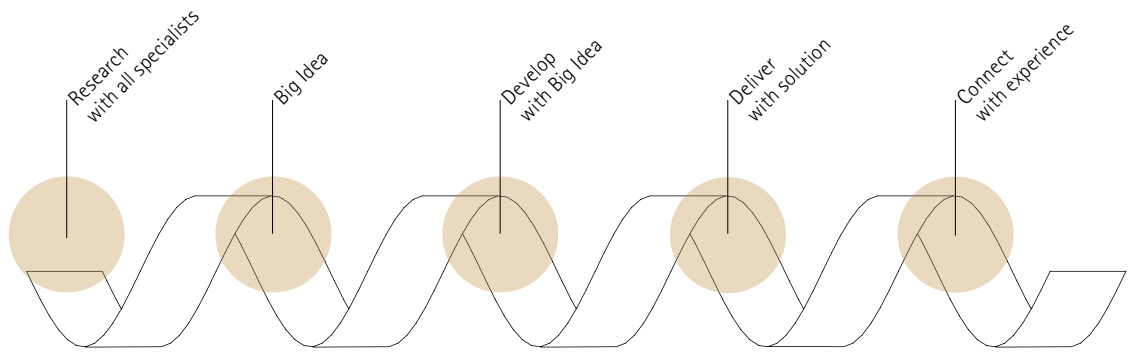
On one hand healthy teeth are an aesthetic plus, on the other hand meticulous oral hygiene makes a significant contribution to health. Customers' wishes are varied and can lead to different results depending on individual motivation.

For this reason, the product range of the Swiss dental care brand CURAPROX ranges from the simple toothbrush and high-performance electric ultrasound toothbrushes to complete care sets for different target groups.

Requirements for the suitability for use of dental care products need to meet the highly varied demands of the user groups. Children, elderly people, men, women, families and people with disabilities have different and, to some extent, also special requirements.

The dental market is highly competitive and is dominated by large global players. Only those companies which, with lasting effects, can satisfy their customers' wishes related to hygiene, health and aesthetics can be successful. To survive in this branch internationally as a niche brand requires clever products, good service, distinctive design, targeted communication and refined branding.

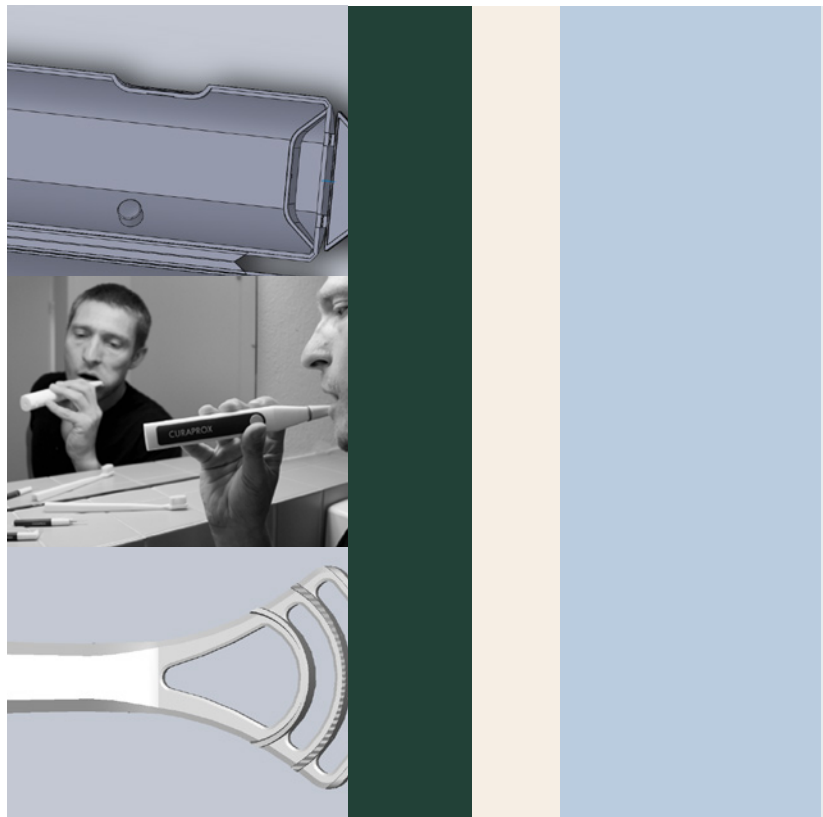




Projects since 2005

- Event Planning
- Tradefair Design
- Strategy Seminars
- Industrial Design
- Branding
- Web Design

curaden-dentaldepot.ch



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