

## In tune with chemistry – DETAX is going to be aged 50!



In 2004, DETAX GmbH & Co. KG at Ettlingen has every reason for celebrating, for our company is going to celebrate its 50<sup>th</sup> anniversary in this year.

Established by Karl Huber in 1954, DETAX Dental features among the pioneers in the field of dental silicones. In fact, this is where the enterprise has its basic competence: As early as in the sixties, the C-silicones, which were developed in the U.S.A. first, were imported; subsequently, the products that resulted from them, such as *silaplast* and *silasoft*<sup>®</sup>, have been developed further and are now considered to be top products in that section.

In 1986, the change in generations implied the consistent optimisation of the production processes and the introduction of up-to-date structures, thus leading the enterprise into a new direction. In 1993, the move to the new, modern building, located at Ettlingen, represented the external transformation into a dynamic enterprise. As early as since 1996, the quality assurance system has been certified in conformity with DIN EN ISO 13485 and 9001; by the way, it ranges among the first systems to obtain certification.

Today, DETAX ranks with the leading manufacturers of dental commodities and manufactures more than 600 products for dental surgeries and laboratories which are distributed all over the world through specialized dental dealers. The international orientation is reflected by the narrow distribution network available in every part of the world – at present, export has a share of 45 p.c.

In order to warrant the enterprise's great innovative power (27 new products have been launched successfully in the past 3 years) in the future, too, the determined research work done on new raw materials and the definite focussing on the domains of R&D continue to be in the foreground.

All this is reason enough for celebrating the 50<sup>th</sup> anniversary with large-scale festivities – in September 2004, the company premises of Ettlingen will transform into a scene out of 1000 and 1 night - of which we will keep you informed. For further information, please consult our website.

[www.detax.de](http://www.detax.de)

Ettlingen, in May 2004