

## Medi Team reinforces set-up in Germany

**To strengthen its presence on the German market, Medi Team has reached an agreement with Demedis GmbH, Germany's largest dental company, to sell Carisolv™ on a non-exclusive basis. During the spring, Medi Team will also be setting up a local organisation to provide market and product support under its own management.**

In August 1999, an agreement was reached with Henry Schein-Dentina GmbH, the Germany company in the worldwide Henry Schein Inc. Group, to sell Carisolv on a non-exclusive basis, with the aim of stepping up Medi Team's market prospecting in Germany. Henry-Schein-Dentina operates primarily via catalogue sales in Germany. Experience reveals that this is not sufficient. In recent years, developments on the German market have been slow. A far greater presence is required in order to gain acceptance for a new method among dentists.

Medi Team has therefore come to an agreement with Demedis GmbH, Germany's largest dental company, to sell Carisolv on a non-exclusive basis. Demedis has its headquarters in Düsseldorf and also has a network of dental depots and a sales force of some 250 people covering the German market. More than 200 of these salespersons have already completed training in Carisolv.

Medi Team has been delaying the German introduction of the important product improvements, *Carisolv in a new guise*, which were presented in Sweden last autumn. Following this agreement, Demedis will be launching these product improvements, starting in April.

During the spring, Medi Team will also be setting up an organisation in Düsseldorf to provide market and product support, ensure communication with distributors, co-ordinate launches and other local activities and inform dentists and universities under its own management. Marketing staff and dentists have already been recruited to the Medi Team organisation in Germany.

Company management expects the above measures to have a positive effect on sales during the autumn of 2000.

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*Medi Team is a Swedish research-oriented dental company that is developing and marketing Carisolv™—a tissue-preserving method for the removal of caries with minimum trauma and pain for the patient.*

[www.mediteam.com](http://www.mediteam.com)

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