



La Chaux-de-Fonds, 22 January 2013

### **New visual identity**

Founded in 1931, FKG Dentaire SA is today at the very cutting edge of development, production and distribution of dental products for dentists, endodontists and laboratories. Precision has always been central to FKG Dentaire, and the company naturally made its base in «Watch Valley,» home to most Swiss watchmaking and microtechnical companies.

FKG was given a new lease of life in 1994, when Jean-Claude Rouiller took up the reins. A CEO with a vision, he set out a strategy based on innovative products and the concept of machinery specially manufactured for the dental industry. Mr Rouiller also enlarged the distribution network to encompass more than 80 countries worldwide.

The Swiss Venture Club named FKG «Western Switzerland Company of the Year 2012,» a reward for the company's dynamism, high product quality, and its continuing innovation.

From January 2013, FKG Dentaire SA has a new visual identity. Whilst maintaining the entrepreneurial spirit and values of innovation and quality, the Management aspires to make the FKG brand more visible thus supporting company growth, expansion of its product range and international development.

The new stylized logo allows an unambiguous identification of the company. Added to this is the reference to FKG's specialisation, endodontics dental art. The choice of colours, a richer purple and elegant grey, aims to strengthen the coherence between the brand identity and premium quality instruments manufactured in our factory in La Chaux-de-Fonds.

Throughout 2013, this new visual identity will gradually be applied to all products and communication media. We understand that you may have questions about these changes. So, for any inquiries, please do not hesitate to contact us.

FKG Dentaire SA