

HuFriedyGroup Hosts Virtual Brand Introduction to over 400 Distribution Partners

Kickoff Event Celebrates the Coming Together of Hu-Friedy with Existing Cantel Dental Brands to Form HuFriedyGroup

Frankfurt, 18th January 2021 – On January 13, 2021, HuFriedyGroup held a digital kickoff event to officially launch their new brand to over 400 distributor partners throughout Europe, the Middle East, and Africa. At the event, Andy Xilas was also formally introduced as the new President of HuFriedyGroup effective January 1, 2021.

As the Dental Division of Cantel Medical, HuFriedyGroup is the result of a careful brand integration process bringing together Crosstex, Omnia, Accutron, SPSmedical, Palmero Healthcare, J & J Instruments, and Hu-Friedy following the acquisition of Hu-Friedy by Cantel Medical in late 2019. Cantel Medical acquired Hu-Friedy in order to provide the dental industry with a “Complete Circle of Protection,” and the HuFriedyGroup brand represents the culmination of those efforts by combining all product and service offerings under one roof.

At the recent digital event, distribution partners were provided the opportunity to “virtually meet” members of the HuFriedyGroup and Cantel Medical executive teams through a talk show format in addition to attending two keynote speaker sessions focused on the future state of the dental industry post-COVID-19.

Keynote speaker Dr. Tali Chackartchi, Member of Department of Periodontology, Hebrew University, Hadassah Institute of Dental Medicine, provided an overview of the challenges of practicing in a pandemic from the dentist’s point of view, while PhD Professor Bernd Schmitt, Faculty Director, Center on Global Brand Leadership at Columbia Business School, discussed customer behavior changes in 2021 and beyond.

Fabio Molinaro, VP & Commercial Managing Director of HuFriedyGroup EMEA remarked, “As the new HuFriedyGroup, we are uniquely positioned through our expertise on products and solutions to emerge as an essential global partner in the area of infection prevention within the dental community. Holding this event digitally provided us with an opportunity to present the new brand, vision, and strategy behind HuFriedyGroup to our EMEA distribution partners, while maintaining social responsibility during the current pandemic.”

Andy Xilas, President, HuFriedyGroup, added, “Our mission is to provide unique solutions that will enable dental professionals to improve clinical outcomes, reduce risk, drive compliance, and enhance patient and staff safety. We are thrilled about our ability to combine our product portfolios, services, and communities to provide a ‘Complete Circle of Protection’ approach for both our partners and customers.”

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About HuFriedyGroup:

HuFriedyGroup, the dental division of Cantel Medical Corp. (NYSE: CMD), is the global leader in infection prevention, dental instrument manufacturing, and instrument reprocessing workflows, with over 177 years of collective experience in the dental industry. HuFriedyGroup helps dental professionals be the best in practice by providing a complete circle of protection in the dental suite, bringing world class products, services, education, and communities that result in superior clinician performance, superior clinical outcomes, and safety for clinicians and patients. Headquartered in Chicago, HuFriedyGroup products are distributed in more than 100 countries, and the dental division maintains offices in Germany, Italy, China, Singapore, Japan and the United States.

For further information, visit www.hufriedy.eu/en/hufriedygroup.

About Cantel Medical:

Cantel Medical is a leading global company dedicated to delivering innovative infection prevention products and services for patients, caregivers, and other healthcare providers which improve outcomes, enhance safety and help save lives. Our products include specialized medical device reprocessing systems for endoscopy and renal dialysis, advanced water purification equipment, sterilants, disinfectants and cleaners, sterility assurance monitoring products for hospitals and dental clinics, disposable infection control products primarily for dental and GI endoscopy markets, instruments and instrument reprocessing workflow systems serving the dental industry, dialysate concentrates, hollow fiber membrane filtration and separation products. Additionally, we provide technical service for our products.

For further information, visit the Cantel website at www.cantelmedical.com.

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