

VISION & MISSION

We are proud to work for TRI®!

Our daily motivation:



It is a privilege to work in the medical field and to help people!



With passion for quality and design, we offer our customers high-level products.



With each implant, we bring a new smile to the world!

OUR GOALS

*"Our success is not a sprint,
but a marathon."*

5-year target (2020)

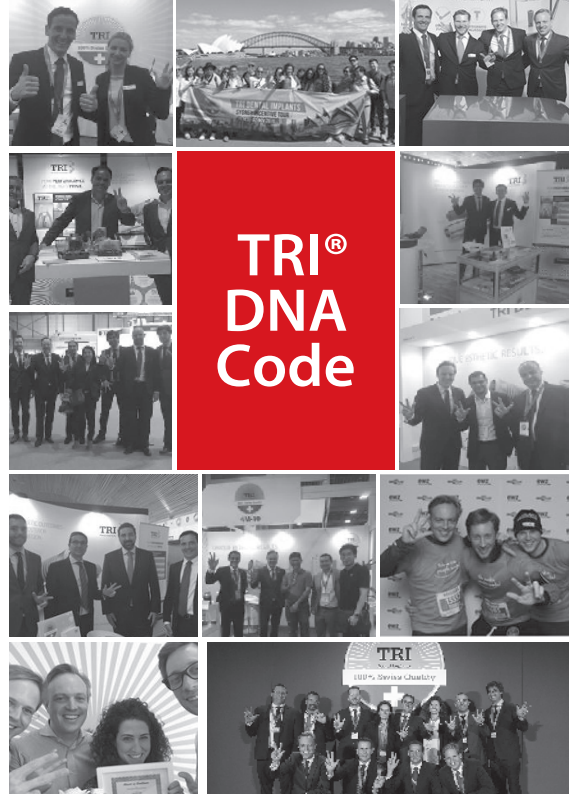
- ▶ Global presence in all continents
- ▶ Innovative excellence in sales and services
- ▶ Strong, differentiated brand presence in the value segment

10-year target (2025)

- ▶ 1 Million smiles (implants) per year
- ▶ Most valuable brand in the value segment

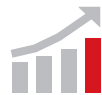


EAGER pragmatic
confident SOUND JUDGMENT
OUT-OF-THE-BOX
determined PROACTIVE
TEAM PLAYER
SELF-DRIVEN resilient
trustworthy FLEXIBLE
OPEN-MINDED
TRI® DNA CODE





OUR VALUES



PERFORMANCE

Work hard, Play hard!
Team Spirit
Stronger together



FAIR PRICE

Cost-conscious
Entrepreneur
Intelligent systems



SWISS QUALITY

Open, honest and with integrity
Quality awareness
Responsible



SIMPLICITY

Quick & pragmatic
Flat hierarchy
Awareness of Urgency



THINK DIFFERENT

Culture of ideas: Each
thought & idea counts!
Thinking out of the Box