



**CRYSTAL<sup>®</sup>** RELIABLE PARTNER

---

 UKRAINE

27 YEARS  
IN THE DENTAL MARKET

## ABOUT US



Mr. Dock

HI!  
I WOULD LIKE TO INTRODUCE OUR  
COMPANY TO YOU.

CRYSTAL entered the dental product  
distribution market in 1996, in Odessa.

Today we are a large company doing both  
wholesaling and retailing in all of the Ukrainian  
regions.

We began importing dental products to  
Ukraine 27 years ago and we are doing it well.



EVERY **3<sup>RD</sup>**  
DENTIST IN UKRAINE  
IS OUR CUSTOMER

WE OWN **5** BRANDS:  
CRYSTAL®, OLTE®, DENT®,  
MIRICO®, MIOBOND®.

## ABOUT US

CRYSTAL IMPORTS TO UKRAINE  
PRODUCTS MANUFACTURED BY 7 LARGEST  
WORLD-CLASS COMPANIES.

We take pride in our years-long successful  
cooperation with our partners.

The high quality of the products we purchase is  
our priority.

What we offer to dentists is good and reliable  
products that are authorized to be marketed.

Every 3rd dentist in Ukraine is our customer.

We take pride in that too. Confidence earns  
confidence. And the credit for the reputation we  
have in the dental product market goes to every  
single one of our employees.

## ABOUT UKRAINE



Population:  
41.9 m



25 regions

Language: Ukrainian  
Capital: Kyiv

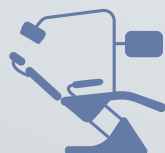


2<sup>nd</sup> largest European country by land area  
7<sup>th</sup> largest European country by population

5 cities  
with a milion-plus  
population each



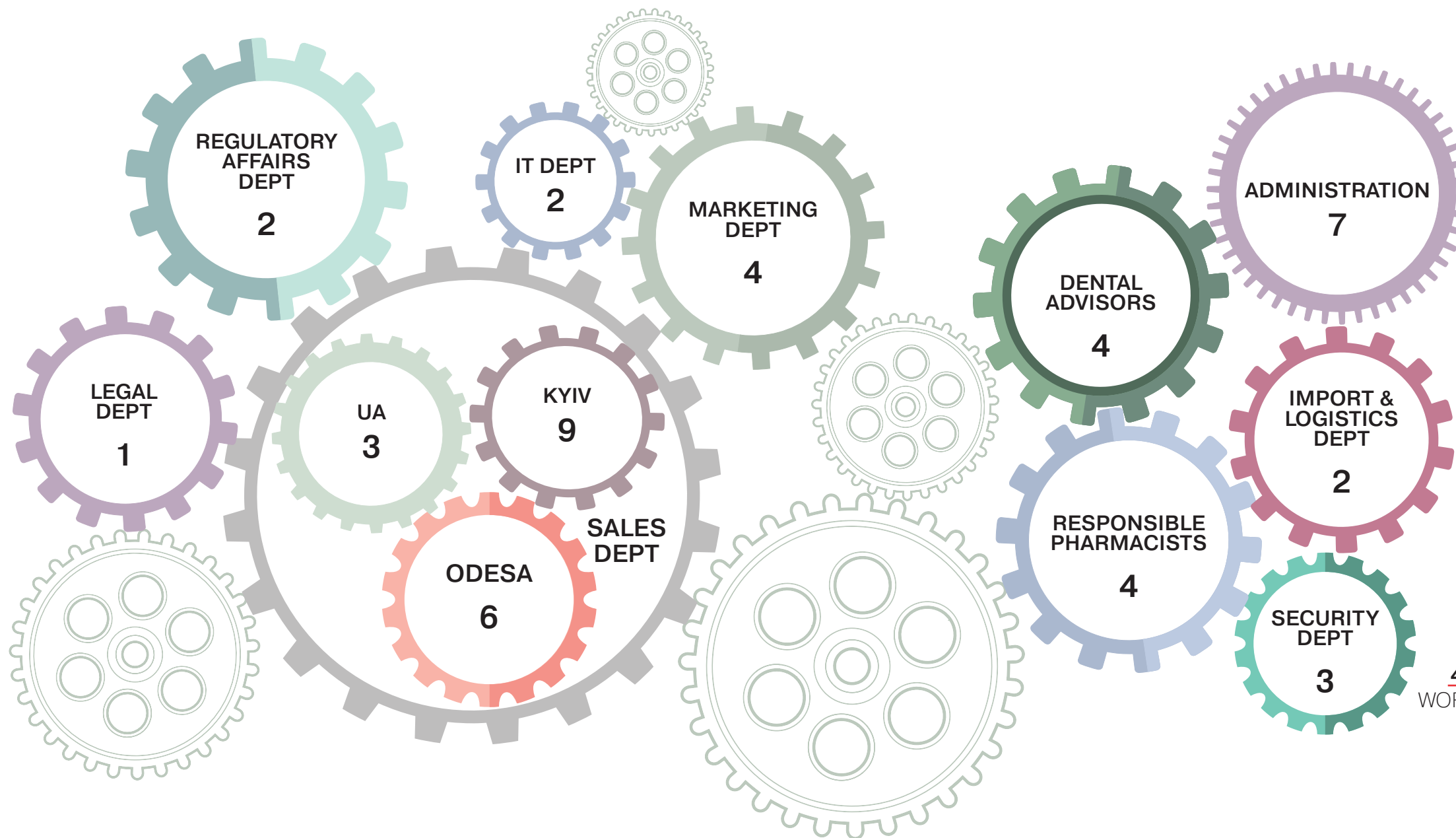
7 000+  
dental practices



≈ 18 000  
dentists



# Ukraine



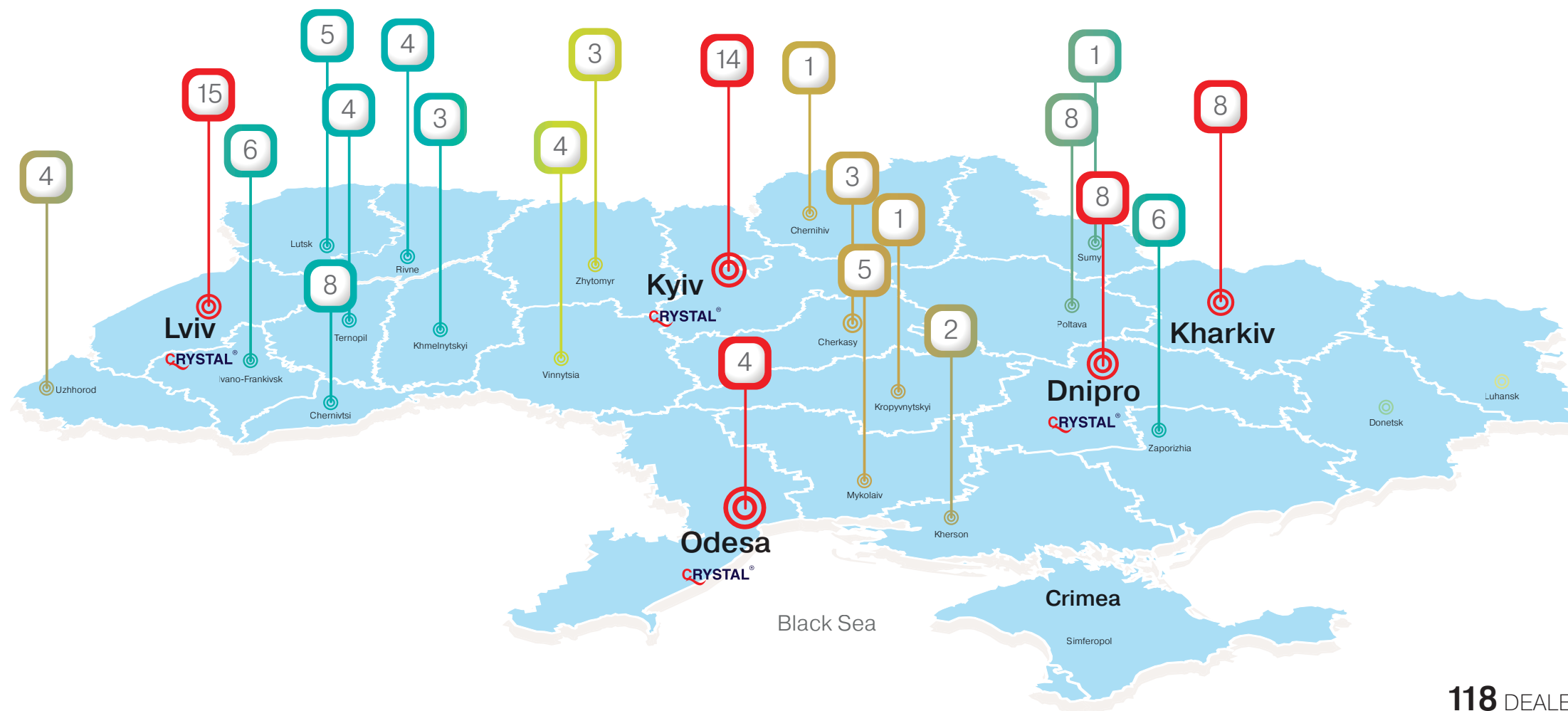
## TEAM

WE SET CHALLENGING GOALS FOR OURSELVES BECAUSE WE EMPLOY 47 WONDERFUL, HARDWORKING AND TRUSTWORTHY PROFESSIONALS WHO DO KNOW HOW TO DO THEIR JOB

We constantly evolve as dictated by the market, we continue to learn and we help our clients grow.

**47** EMPLOYEES  
WORK TO ACHIEVE  
OUR GOALS





## DEALERS

Our slogan is RELIABLE PARTNER, which requires a lot of effort and commitment. We do our best to be a reliable partner for:

- 18 000 Ukrainian dentists;
- our 118 dealers operating in Ukraine;
- our 7 international partners whose products we import to Ukraine.

Through our efficiently built dealer network operating within Ukraine dentists can promptly buy the dental products that they need.

**118** DEALERS

**≈ 18 000** DENTISTS

**7 000** RETAIL CUSTOMERS





OVER **27 600** ORDERS  
WERE SHIPPED  
TO CUSTOMERS IN 2022

## DELIVERY

### CRYSTAL-EXPRESS — THE 24-HOUR RULE

In the cities accommodating our branches dentists can have their orders delivered to their doorstep within one day (24 hours).

Whereas delivery of orders made through our online store may take up to 48 hours because Ukraine is a large country measuring 1 316 km west-east and 893 km south-north.

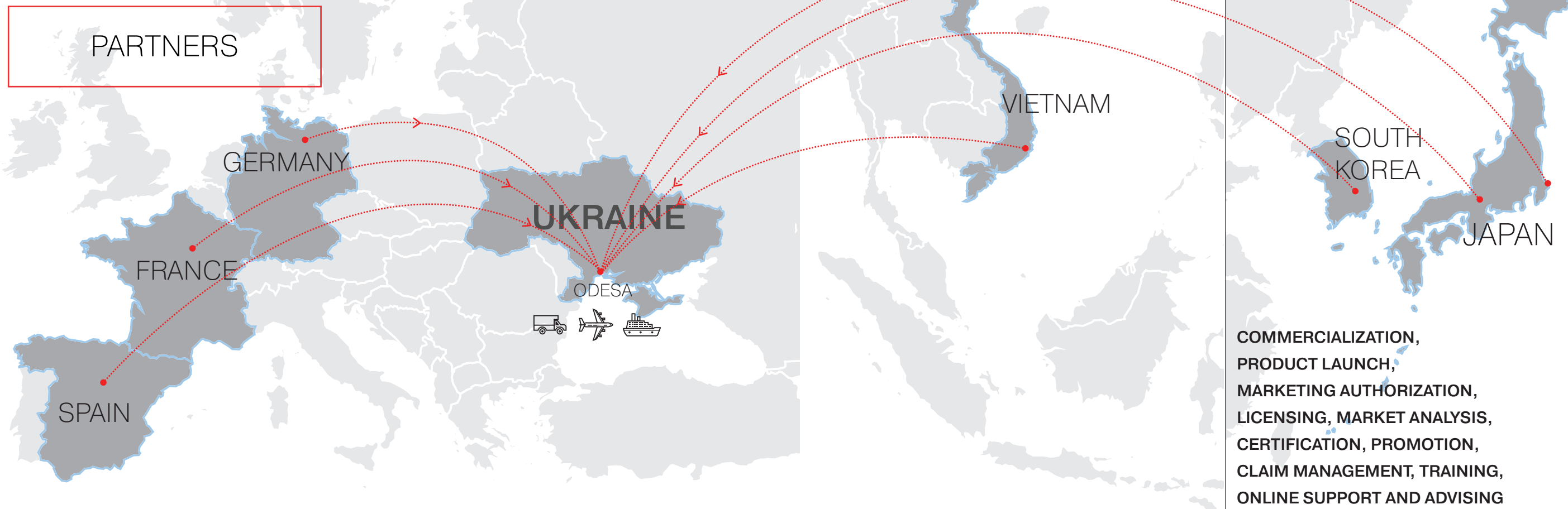
In 2022, we processed 27 600 orders and shipped them to our customers.

One of CRYSTAL's primary goals is to increase our retail sales, i.e. the ones going from the suppliers straight to dentists. We aim to hit the 40 000-delivered-orders-per-year mark before 2025.





## PARTNERS

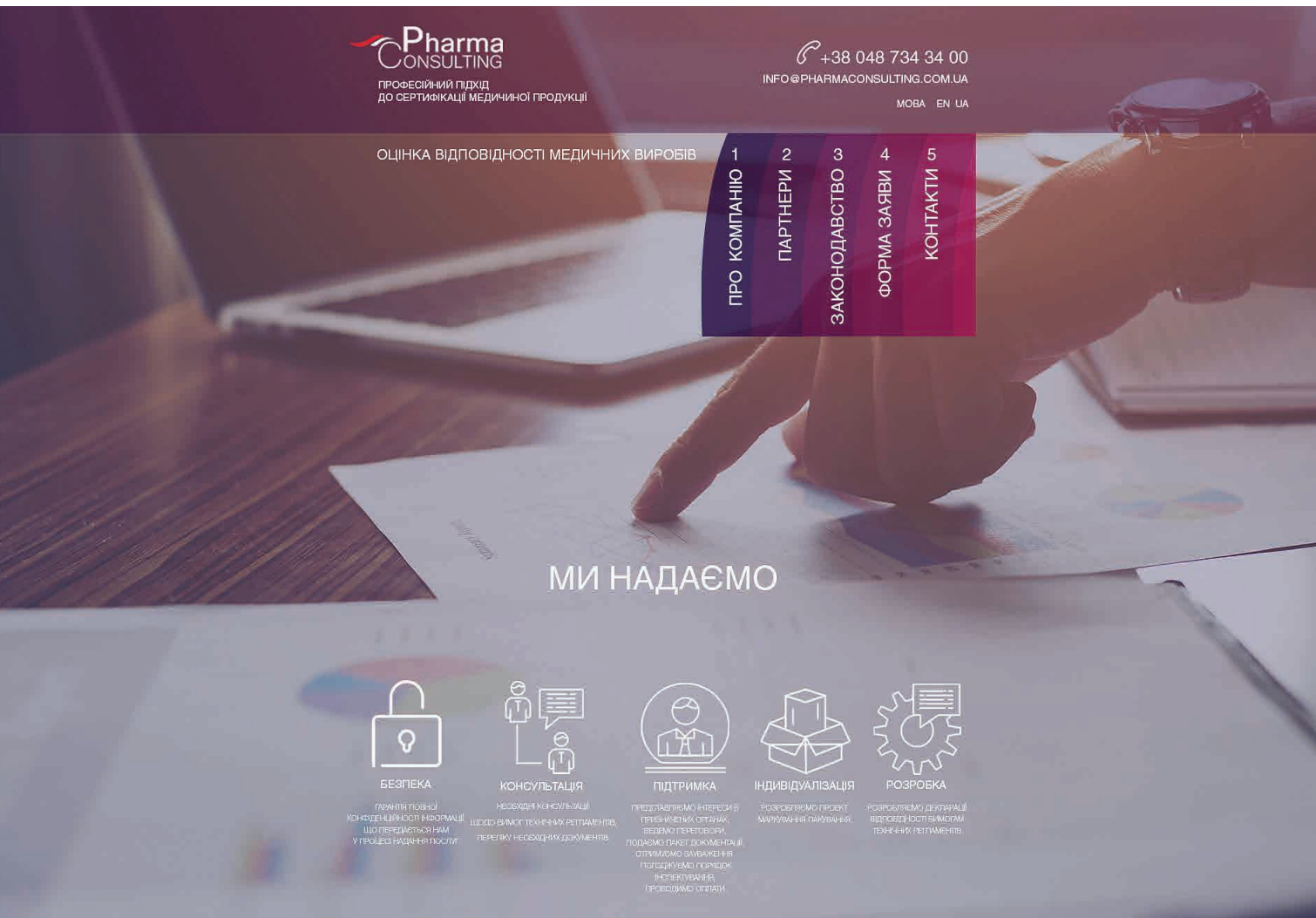


**COMMERCIALIZATION,  
PRODUCT LAUNCH,  
MARKETING AUTHORIZATION,  
LICENSING, MARKET ANALYSIS,  
CERTIFICATION, PROMOTION,  
CLAIM MANAGEMENT, TRAINING,  
ONLINE SUPPORT AND ADVISING**

— these are all our tasks that we successfully cope with in order to fulfil our obligations toward our manufacturers and customers.





<https://pharmaconsulting.com.ua/>







**Pharma CONSULTING**  
ПРОФЕСІЙНИЙ ПІДХІД  
ДО СЕРТИФІКАЦІЇ МЕДИЧНОЇ ПРОДУКЦІЇ

+38 048 734 34 00  
INFO@PHARMACONSULTING.COM.UA  
MOBA EN UA

ОЦІНКА ВІДПОВІДНОСТІ МЕДИЧНИХ ВИРОБІВ

1	2	3	4	5
ПРО КОМПАНІЮ	ПАРТНЕРИ	ЗАКОНОДАВСТВО	ФОРМА ЗАЯВИ	КОНТАКТИ

МИ НАДАЄМО

				
<b>БЕЗПЕКА</b>	<b>КОНСУЛЬТАЦІЯ</b>	<b>ПІДТРИМКА</b>	<b>ІНДИВІДУАЛІЗАЦІЯ</b>	<b>РОЗРОБКА</b>
Гарантуємо повну конфіденційність інформації, що передається нам у процесі надання послуг.	Незалежна консультація щодо вибору технічних регламентів, перекладу необхідних документів.	Представимо інтереси в приватних органах, ведемо переговори, подаємо пакет документів, отримувемо багаторазові підтвердження формальних погоджень.	Розробимо проект маркування пакування.	Розробимо, дедекларувемо відповідності формам технічних регламентів.

## ПАРТНЕРИ



## REGULATORY AFFAIRS

CERTIFIED  
**2 000+**  
MATERIALS



UKRAINE HAS ADOPTED A NEW CERTIFICATION PROCEDURE WHICH IS AS CLOSE AS IT CAN BE TO THE EUROPEAN PATTERN.

In order to legalize the products in Ukraine we employ two experts (a Regulatory Officer and a Licensing Auditor) who handle technical regulations, marketing authorizations, auditing and licensing. That job is not easy and our future success relies on it.

## WE OFFER THE FOLLOWING SERVICES:

- doing the job of a manufacturer's authorized representative within Ukraine;
- self-declaration of medical products;
- conformity assessment at an authorized agency.





TOTAL BUSINESS  
&  
PRODUCTION SPACE  
**1148,2 sq.m**

## WAREHOUSE


SINCE WE PROVIDE DENTISTS WITH ANESTHETICS, WE HAVE TO OBSERVE THE STANDARDS THAT APPLY TO PHARMACEUTICAL COMPANIES


There is an obligatory wholesale and retail license, an import license, and there is also a set of specific standards that apply to our warehouse and our two dental pharmacies.

By undergoing the obligatory audits CRYSTAL every year demonstrates its compliance with the latest standards that govern the distribution of pharmaceutical products and medical devices in Ukraine.

In 2013, we implemented the quality system that complies with the Ukrainian National Standard ISO 9001:2009.

Our goal is to get an international GDP certificate.

 **МІНІСТЕРСТВО  
ОХОРОНИ  
ЗДОРОВ'Я  
УКРАЇНИ**

 **ДЕРЖАВНА СЛУЖБА УКРАЇНИ  
З ЛІКАРСЬКИХ ЗАСОБІВ  
ТА КОНТРОЛЮ ЗА**



**12** SALES  
REPRESENTATIVES

## PHARMACIES

### ODESA

📍 54 Pastera Street  
☎ Tel.: +38 (050) 399 84 28  
✉ info@crystal.ua

### KYIV

📍 10 Khmelnytska Street  
☎ Tel.: +38 (050) 390 03 01  
✉ kyiv@crystal.ua

OUR PHARMACIES ARE THE VENUES WHERE WE CAN MEET UP WITH OUR DEAR CUSTOMERS

At our pharmacies any dentist can have a closer look at the products, buy something or test & try any product right there, have a cup of coffee, get some professional advice and watch a newly made video about dental products. By the way, we shoot and edit our videos on our own at our studio.



## INTEGRATED MARKETING & BRAND DEVELOPMENT IN UKRAINE

### CUSTOMIZED & PRODUCT-SPECIFIC SOLUTIONS:

- market research;
- competitive analysis;
- brand marketing strategy;
- product review photos and videos;
- translation and adaptation of applied research articles for dental journals;
- training sessions for dentists and dealers;
- social media promotion and marketing;
- brand-wise social media exposure;
- creative promotional merchandise and souvenir gifts.

We are the link between dentists and manufacturers offering their brands, products and benefits.



## BRAND MARKETING


[Головна](#)
[Про компанію INIBSA](#)
[Про препарат](#)
[Пр](#)

**INIBSA — другий найбільший  
виробник анестетиків у світі!**

Спеціалісти в галузі  
стоматологічної анестезії.

[ДІЗНАТИСЯ БІЛЬШЕ ПРО КОМПАНІЮ](#)
[ДИВИТИСЯ ВІДЕО ПРО ЗАВОД](#)

**CRYSTAL®**  
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[info@crystal.ua](mailto:info@crystal.ua)

Одеса, вул. Дорожна, 25

КОНТАКТИ ІМПОРТЕРА

РЕЄСТРАЦІЙНЕ ПОСВІДЧЕННЯ

МАТЕРІАЛИ ДО ЗАВАНТАЖЕННЯ

ФОТО- ТА ВІДЕОГАЛЕРЕЯ

ПРО КОМПАНІЮ INIBSA

ПРО АНЕСТЕТИК ARTINIBSA

ПРО ІМПОРТЕРА

ВІДГУКИ





## ONLINE RESOURCES FOR PRODUCT PROMOTION

### SINGLE PRODUCT WEBSITES

ONE OF THE IMPORTANT PRODUCT PROMOTION TOOLS IS A WEBSITE

In order to add value to some of our products and promote them efficiently, we build individual websites that describe manufacturers, products and methods of using them in detail.

We can handle:

- web design and development;
- creative visual content and creative writing;
- website indexing for search engines;
- SEO;
- customer communication.

Website-based promotion gives each of our products an edge over competitors, boosts our sales, get fans to cheer our brands on, and makes them well-known within Ukraine.



<https://septanest.com.ua/>



<https://biodentine.com.ua/>





## TRAINING PROJECTS

### 4 DENTAL ADVISORS

- Making presentations at practices
- Holding workshops and lectures
- Participating in exhibitions, workshops and forums
- Cooperating with dentists in case of any claims
- Testing and studying new products
- Training and evaluating the skills of our employees
- Having scientific articles published in all major specialized print media



PROFESSIONAL  
VIDEOGRAPHER

PHOTO  
STUDIO

LET'S MAKE  
A VIDEO MANUAL  
ON SOME PRODUCT  
TOGETHER!



Short videos enjoy great popularity in social media these days, and video content is an easy and entertaining way to make announcements about innovations.

The only difficult part is generating this content. For this purpose we have built our own **photo and video** studio and are mastering this art step by step.

Our photos and videos are available on our social media accounts and website. Please refer to page 30 for links.



## E-COMMERCE

crystal-dental.com.ua

5 000 VISITS PER MONTH

THE GROWTH OF ONLINE SALES  
ENCOURAGES US TO EVOLVE AND STAY IN TUNE  
WITH THE LATEST BUSINESS TRENDS

Most of the customers who make online orders  
(about 80%) prefer to do that from their  
smartphones or tablets. Building a mobile version  
of an online store is crucial for making online sales.

In 2024, we are announcing our  
first-in-the-industry Android and iOS-based  
application designed for ordering dental products  
online!

And we hope it is going to be a dentist-friendly one.



## SOCIAL MEDIA

### FACEBOOK

[www.facebook.com/crystal.ua/](http://www.facebook.com/crystal.ua/)



### INSTAGRAM

[www.instagram.com/crystal\\_dental.com.ua/](http://www.instagram.com/crystal_dental.com.ua/)



**CRYSTAL<sup>®</sup>**



[www.crystal-dental.com.ua](http://www.crystal-dental.com.ua)

### YOUTUBE

[www.youtube.com/CRYSTALPHARMA/](http://www.youtube.com/CRYSTALPHARMA/)





**CRYSTAL PHARMA LLC****WAREHOUSE**

DENTAL PRODUCTS &amp; PHARMACEUTICALS



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Ukraine



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