

vhf camufacture AG appoints new CEO for North American subsidiary

Christoph Roer joins vhf Inc. in New York

Ammerbuch/Hauppauge, New York, June 20, 2023 – The full-service provider of dental milling machines vhf camufacture AG has appointed a new CEO for its North American subsidiary vhf Inc. Christoph Roer, a German-American who was most recently managing director at NT Dental, takes over as the CEO of vhf Inc. in New York. He succeeds Mohamed Soliman.

In the past years, vhf has grown significantly as one of the world's leading manufacturers of state-of-the-art dental milling machines and grinding units – made in Germany – in the USA and Canada. By refilling the CEO position of vhf Inc., vhf strengthens its North American business and continues its very successful path.

"We are very pleased to have Christoph Roer, an experienced CEO and well-connected industry expert, to lead vhf Inc.", said Dr. Nicolas Rohde, Chief Strategy Officer of vhf camufacture AG and member of the Board of vhf Inc. "Together, we will drive the penetration of the North American dental market and unlock potentials for further growth."

Christoph Roer possesses many years of executive experience in medical and dental technology and achieved commercial success in an international environment. Most recently, Mr. Roer was CEO at NT Dental, an internationally operating manufacturer of CAD/CAM system solutions for dental implantology products. Prior to that, he led Air Techniques in the role of CEO, among others.

"I am excited to join vhf Inc. as its new CEO and see excellent opportunities in the North American market with vhf's innovative product portfolio", said Christoph Roer. "I look forward to further leveraging vhf's potential and combining our collective expertise in the dental field. Together with our dedicated team, we help to shape the future of dental production in North America by serving the growing demand for state-of-the-art dental milling machines made in Germany."

Image material

Christoph Roeer, a German-American, joins vhf Inc. in Hauppauge, New York, as the new CEO of the North American subsidiary of vhf camufacture AG, one of the world's leading manufacturers of state-of-the-art dental milling machines.

About vhf

vhf is a leading manufacturer of modern CNC milling machines and high-quality milling tools as well as a provider of intuitive CAM software. The proven mechanical engineering specialist with headquarters in Ammerbuch near Stuttgart has been offering complete solutions for milling for more than 35 years – and all from one source. With international locations in New York and Shanghai, the vhf group currently employs more than 350 people and has successfully established itself as a solution provider for CNC manufacturing in the dental sector and in the advertising technology sector as well as in other industries. At its main site in Baden-Württemberg, vhf develops, designs and produces all machines and precision tools inhouse. True to the claim *Creating Perfection*, this means for vhf customers best quality made in Germany paired with excellent service and support.

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