

YOUR BRAND. OUR PRECISION.

Hirsch Dynamics AG — The Complete OEM Orthodontic Partner

HOST A

ALEX · Anchor

HOST B

SARAH · Expert

~10 MIN

ENGLISH

2 HOSTS

HDH AG

ACT I — THE PROBLEM

ALEX

Welcome back to The Dental Frontier. I'm Alex. And if you're in the orthodontic business — whether you're scaling a distribution brand, launching your first bracket system, or looking for an OEM partner that actually does everything — today's episode is exactly for you. Sarah, set the scene.

SARAH

Here's the brutal truth about building an orthodontic brand. You have the idea. You know the market, you know your customers. And then you hit the wall. Manufacturing certifications. Regulatory clearance. Packaging design. Global logistics. Your 18-month launch plan becomes a four-year nightmare.

ALEX

And that's before you even think about the digital layer — treatment planning software, aligner integration, clinical workflows...

SARAH

Exactly. And this is where today's story gets really interesting. There is a company — a Swiss holding group called Hirsch Dynamics AG, HDH AG — that built an entire ecosystem specifically to solve this problem.

A 360° OEM ecosystem. From the ceramic compound all the way to the box on your customer's shelf. All in-house. One partner.

ALEX

HDH has four specialized divisions on four continents. And the geography is completely intentional.

ACT II — THE FOUR DIVISIONS

SARAH

We start with CDB Corporation in North Carolina, USA. This is the manufacturing core. Twenty-five-plus years of ceramic bracket production. FDA cleared. CE certified under MDR 2017/745. ISO 13485. They manufacture zirconia ceramic brackets at full medical grade.

ALEX

And the OEM piece — how does that actually work for a brand?

SARAH

No CDB branding. No HDH logo. Your name only. You can take an existing validated bracket system and put your brand on it — fastest route to market. Or you go fully custom: your prescription, your geometry, your intellectual property. CDB handles everything — slot design, tie-wing architecture, mesh base, torque, angulation. Private label or full OEM, you choose.

ALEX

What about brands that want to go beyond just hardware?

SARAH

That's HIT — Health Intelligence Technologies, based in Zürich, Switzerland. HIT is the digital intelligence division. AI-powered 3D treatment planning, aligner case simulation, clinical decision-support tools. Private-label treatment planning platforms for OEM partners. If you want to launch a complete treatment system — brackets plus software — HDH is the only OEM that can do it.

No other OEM in orthodontics offers hardware and treatment planning software under one roof. HDH does.

ALEX

And the material science — where does that happen in the group?

SARAH

Ceramedical, in Seibersdorf, Austria — right in the medical technology corridor near Vienna. These are the ceramic scientists. Micro injection molding at super-low tolerances. Advanced ceramic formulations. Biocompatibility engineering from the molecular level. They're the upstream supplier — they get the material right before it ever becomes a bracket.

ALEX

So when you buy from CDB, you're not just buying someone's assembly line — you're buying 25 years of ceramic science.

SARAH

Exactly. And then the fourth division — this is the one that makes HDH truly unique — Masterpieces, also known as MAP, based in Shenzhen, China.

ALEX

The manufacturing and logistics arm.

SARAH

And the packaging studio. And the design team. MAP handles industrial product design, prototype development, packaging artwork and concept, packaging manufacturing — custom boxes, sterile blister packs, autoclave pouches — quality control, global freight, and warehousing. Your bracket comes out of CDB, gets packaged at MAP in your full brand identity, and ships directly to your warehouse or your customers. Shelf-ready.

ACT III — THE 360° ARGUMENT

ALEX

Let's make this very concrete. Spell out the difference between HDH and a conventional OEM manufacturer.

SARAH

With a conventional manufacturer, you get the bracket. Then you find a packaging designer — one vendor. Then a packaging manufacturer — second vendor. A freight forwarder — third. A regulatory consultant — fourth. A software partner if you want digital — fifth. That's four to six separate relationships, contracts, timelines. And your launch stretches to 18 to 24 months, minimum.

ALEX

And with HDH?

One relationship. One contract. Six to twelve months from brief to market-ready product — because the regulatory work is already done.

SARAH

HDH already has FDA. Already has CE. Already has ISO 13485. You inherit that regulatory foundation on day one. For most brands, clearing those certifications alone takes 12 to 18 months. With HDH, that barrier is gone before you even start the conversation.

ALEX

Let's talk about the commercial side — because quality and speed are great, but this has to work financially.

SARAH

The group structure is exactly why the pricing is competitive. Manufacturing efficiency from Shenzhen — one of the world's most optimized production hubs — combined with 25 years of process refinement at CDB. Medical-grade quality at genuinely competitive OEM pricing. Volume tiers mean unit economics improve as you scale. This isn't a luxury boutique service. It's designed for brands that need to grow, fast.

ACT IV — WHO SHOULD CALL

ALEX

So who should be picking up the phone — or the keyboard — right now?

SARAH

Anyone building an orthodontic brand from the ground up. Distributors who want to add a private-label system to their portfolio. Entrepreneurs who see an underserved market. Investors entering the dental space. Existing brands who want better packaging, faster regulatory access, or treatment planning software layered onto their current line.

ALEX

And the process — how does it start?

SARAH

With a direct conversation. Not a sales team, not a form. Linz Crawford, the CEO, handles strategic OEM partnerships personally. Email her — it's lc at hirschdynamics dot com. Or WhatsApp, same contact number. This is CEO-to-CEO from the first message.

Your brand. Their precision. And if you need it — packaging, software, logistics, ceramics, regulatory, design — they do it. All of it.

ALEX

For The Dental Frontier, I'm Alex —

SARAH

And I'm Sarah. Go build something.

ALEX

See you next week.