

# today

## SHOW PREVIEW

40<sup>th</sup> International Dental Show • Cologne • 14–18 March 2023



### Interview

Dr Markus Heibach gives an outlook for IDS and explains its importance from the perspective of the dental industry.

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### Interview

Mark Stephen Pace speaks about the present status of the preparations for IDS and hints at some of the highlights in store.

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### Products in focus

IDS 2023 to offer visitors the opportunity to see and try out the most current innovations in dentistry.

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## Dentistry to celebrate 100 years of IDS

After COVID-19 slowdown, IDS set to return to its former size for anniversary event.



• In 2021, 23,000 visitors from 114 countries attended IDS. (Image: Koelnmesse/IDS)

■ This year, IDS will be celebrating two milestones. In addition to holding the 40<sup>th</sup> edition of the leading global trade fair of the dental industry from 14 to 18 March, the organisers are looking forward to the show's 100 anniversary.

For over 30 years, IDS has been held at the Koelnmesse trade fair grounds in Cologne. In 1992, the Association of the German Dental Industry commissioned Koelnmesse with the planning and implementation of the event, which has been the major showcase for the latest innovations and market trends in dentistry ever since.

Despite the challenging circumstances for large-scale events that arose from the COVID-19 pandemic, IDS 2021 reaffirmed the show's position as the leading dental trade fair worldwide. Held in September—six

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## Ivoclar celebrating a century of innovations at IDS 2023

Family-owned company looks back on “A Century of Innovation”.

■ This year, the Ivoclar Group is proudly celebrating 100 years of company history and innovations in events throughout the year, including its showcase at IDS 2023. Since its founding in 1923, Ivoclar has evolved into a world leader in the dental industry with the support of its customers, partners and employees. Today, the Ivoclar Group has a comprehensive product portfolio in its specialised market segment. The global dental industry specialist, headquartered in Liechtenstein, has innovativeness, quality, trustworthiness and reliability embedded in its DNA and considers itself to be well equipped for the future.

In its 100-year history, Ivoclar has come up with numerous pioneering inventions that have had a sustained impact on the dental industry. Ivoclar maintains one of the industry's largest and most respected research and development centres. Therefore, it is not surprising that the company has chosen “A Century of Innovation” as its anniversary theme in order to highlight its innovative spirit. When asked about Ivoclar's company philosophy, Diego Gabathuler, CEO of the Ivoclar Group, explained: “We have built our suc-

cession providing customer-focused innovations, including integrated system solutions that enhance the efficiency of the user. We ensure excellent quality and utmost reliability. Our working relationships are based on trust and respect.”

He added: “We focus on giving people a healthy and attractive smile and promoting a better quality of life. For this purpose, we supply our products to customers in around 130 countries. Our employees all over the world continuously strive to optimise the company's range of integrated solutions made up of intelligent systems solutions, practice-oriented training and education offerings as well as comprehensive after-sales support and unparalleled customer service.”

The Ivoclar Group has 47 subsidiaries and branch offices, and it employs 3,500 people worldwide who are dedicated to delivering exceptional products and services. The family-owned business has production facilities in Austria, Germany, Italy, Liechtenstein, the Philippines, Sweden and the US.

The company headquarters, which are now in Liechtenstein, were originally in Zurich in Switzerland, where the company was founded in 1923.



• Visual quality control of ceramic crowns after final firing. (Image: Liechtensteinisches Landesarchiv/Walter Wachter, Schaan)

The general partnership at that time traded under the name of “Ramsperger and Co.” and focused on manufacturing artificial teeth. Dr Adolf Schneider, a mechanical engineer from Germany, took over the management of the company in 1948 and acquired it himself shortly afterwards. In 1951, he renamed the company, from “Ramco” to “Ivoclar”, derived from the French words “ivoire” (ivory) and “clair” (bright). At that time, the company name was symbolic of a new era of innovation.

Over the decades, Ivoclar established itself as a leader and driver of innovation in the dental industry at a global level through its ongoing investment in research and development. Milestones in its history include the introduction of Silicap (1965), Heliomolar (1984), IPSEmpress (1991), Tetric (1992), IPS e.max CAD (2005) and the Ivotion denture system (2020). The importance of digitalisation continues to grow in the dental industry, and today, Ivoclar is well prepared for the future. In this context, the company can draw on the excellent relationships it has forged with customers and partners over the years to develop true value-added solutions.

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