What are your expectations of the EU?

Statements from the dental industry

20 years of *EDI Journal* means a twenty-year partnership with dental research and the dental industry. In particular the implant manufacturers have been faithful companions of our journal. Without them, there would be no innovative treatments, no constantly improving materials—and no case reports, no product trials and no comparative quality studies of BDIZ EDI. Their input is an important part of what this journal thrives on. *EDI Journal* is a symbiosis of all players in this innovative field within health care. So if we look back today on the track record of twenty years, we are also looking back on the success story of all those who have contributed.

EDI Journal was originally conceived as a European journal for oral implantology. Which it of course still is—but today, looking over the fence has become more important than ever in view of a harmonised internal European market.

We have asked the representatives of the implant industry about their expectations of the EU. Question and answers:

What does your commitment look like in Europe (the European Union), and what do you expect and demand from EU politics?



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The European Union remains a place of stability and shared values in the midst of global geopolitical and economic challenges, with freedom held in the highest regard. Here, individuals enjoy remarkable opportunities for personal growth and advancement, opportunities that are unparalleled elsewhere in the world. Dentaurum's products and services are not only sought after internationally but are essential for oral and dental health—making our investment in Europe both deliberate and optimistic.

Nonetheless, exploding bureaucracy has significantly increased the administrative and staffing burdens across the dental sector. Dental clinics, laboratories, and industry are grappling with rising costs and diminishing efficiency. In particular, the complex certification processes for quality management systems and low-risk products, alongside increased government levies, have become cumbersome. Reducing unnecessary regulatory hurdles is therefore a crucial priority to ensure the continued strength and sustainability of the European Union.

Claudia Stöhrle and Ralph Dittes
Managing Directors



For two decades, the *EDI Journal* has covered the evolution of dental implantology in Europe with journalistic excellence and professional insight. On behalf of medentis medical GmbH, we would like to extend our sincere congratulations on the 20th anniversary and express our gratitude for the journal's continuous support of the industry.

Our commitment across Europe is defined by our strong dedication to quality, innovation, and close collaboration. With our ICX system, we now operate in over 40 countries, most of them in the EU. Our focus is on sustainable production in Germany and Europe, fair pricing, uncompromising service and close cooperation with dentists and specialist retailers throughout Europe.

We expect EU policymakers to provide a regulatory framework that promotes the free movement of goods, supports innovation in medium-sized medical technology companies, and upholds patient safety. This includes transparent and practical regulatory guidelines, stronger support for accessing international markets, and effective protection against unfair competitive practices.

medentis medical

To us, Europe is more than just a market. It is a shared space for medical progress and responsibility. Therefore, we hope to see EU policies that empower SMEs, promote innovation and uphold the high standards of European medical technology at the same time.

We believe that open dialogue between industry, professionals and policymakers, as well as platforms such as the *EDI Journal*, which has successfully fostered this dialogue for 20 years, are key to the future of implantology in Europe.

Alexander Scholz
Managing Director, medentis medical GmbH



It is a great honour to extend our heartfelt congratulations on the 20th anniversary of the *EDI Journal*. Over the past two decades, the Journal has served as a trusted reference for knowledge exchange, information sharing, and innovation in European dental implantology—benefiting both clinicians and patients. We commend this outstanding contribution to the profession.

As a Korean company active in the global dental community, OSSTEM IMPLANT shares the European Union's commitment to high standards in healthcare and to the values of solidarity. These principles inspire us to align our work in Europe with the highest expectations for quality, safety, and education.

Our commitment in Europe is clear: we are expanding partnerships with leading institutions, supporting clinicians through global education and hands-on training, and advancing digital dentistry with intra-oral scanning, CAD/CAM workflows, and AI-driven solutions to enhance treatment outcomes and improve patient health across Europe.

We welcome a predictable and harmonised regulatory environment, a level playing field, and sustained investment in research and education. Policies that encourage innovation, foster cross-border collaboration, and broaden access to high-quality dental care will benefit both clinicians and patients. OSSTEM IMPLANT stands ready to contribute constructively to these shared goals.

The EDI Journal has consistently fulfilled its mission as a leading professional medium, championing these values within the European dental community. On this special 20th anniversary, we once again offer our sincere congratulations and reaffirm our commitment to close collaboration with Europe's dental community in support of EU healthcare policies that drive innovation and enhance patient well-being.

Haesung Kim
CEO, OSSTEM IMPLANT Co., Ltd.



Geistlich is proud of its deep roots in Europe: Since the middle of the 20th century, we have been represented in Great Britain and Germany. This was followed by branches in Italy and France. Together with our numerous distribution partners across the continent, these locations have made a significant contribution to our global success.

Innovation in a high-tech field is inconceivable without a strong network and shared values. For decades, we have found expertise, reliability, openness and perfection in Europe from scientists, partners and institutions who want to advance medical regeneration together with us.

It is particularly important to us to work closely with dentists and implantologists in Europe who use our products in their practice on a daily basis. Their feedback and experience are invaluable to us and make a significant contribution to continuously improving our products and adapting them to the needs of patients.

Geistlich stands for the highest innovation and quality standards that enable unique and sustainable therapeutic success. Our passion for quality is reflected in the successful certification of our entire portfolio according to the strict requirements of the MDR. This is a testament not only to our commitment to excellence, but also to our ability to meet ever-evolving regulatory requirements.

From EU policy we would like to see clear and reliable framework conditions that promote innovation and secure access to high-quality medical devices, while also keeping an eye on medium-sized companies like Geistlich.

Diego Gabathuler
CEO, Geistlich Pharma AG

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As a full-service provider for oral surgery and implantology, the W&H Group supports surgeons in making procedures simpler and more efficient. Our smart product solutions help streamline daily workflows and ensure optimal treatment outcomes with maximum safety.

The Medical Device Regulation (MDR, EU 2017/745) imposes requirements relating to clinical evaluation, post-market surveillance, traceability and documentation for medical devices. This documentation must ensure safety, performance, and traceability, adding to the clinical workload.

While digitalisation has become a reality in many sectors, dental practices still have considerable room for improvement in this area. This is where W&H comes in. ioDent, W&H's cloud-based platform, automates documentation at the push of a button, guarantees traceability and significantly reduces administrative effort, allowing medical and regulatory requirements to be met efficiently.

We have now added this capability in the latest generation of our Implantmed system. Thanks to its connectivity with implant planning software, patient- and procedure-specific parameters can be transferred directly to the Implantmed Plus II. Data generated during treatment is automatically documented and stored in ioDent.

As a European manufacturer of medical devices, we are calling for stricter enforcement of regulations and standards for imports from Asia, in order to ensure patient safety and fair competition. Close dialogue between the EU and the dental industry is essential to achieve this.

Peter Malata
CEO, W&H Dentalwerk Bürmoos GmbH



The 20th anniversary of *EDI Journal* is an important milestone for European implantology. For two decades, the journal has been a trusted platform where science, clinical expertise and innovation come together, helping clinicians and industry partners share knowledge and move dentistry forward. We warmly congratulate the editorial team and the BDIZ EDI for their outstanding contribution.

At TBR, we are proud to be part of this journey. Founded in 1987 in Toulouse, France our company has grown from a family vision into a European reference in implantology. From the very beginning, our philosophy has been to combine rigorous science with bold innovation, always with the goal of serving patients and supporting practitioners in their daily practice.

This commitment gave birth to our flagship solution, the Z1 implant with its unique and patented zirconia collar. More than a product, it represents our belief in biomimetic and minimally invasive dentistry: protecting peri-implant tissues, ensuring long-term stability, and simplifying clinical procedures.

Celebrating 20 years of *EDI Journal* also means celebrating the spirit of innovation that drives European implantology. With the patented Z1 implant, TBR reaffirms its dedication to advancing high-value solutions made in Europe, solutions that bring clinicians confidence and patients lasting benefits.

Julien Benhamou
President TBR Dental



On behalf of Nobel Biocare, congratulations to the *EDI Journal* on its 20th anniversary.

Europe is central to our heritage and future, and our commitment is built on innovation, quality, and partnership. We invest in European R&D, manufacturing, and education, advancing materials science and digital workflows. Our early EU MDR certification shows our dedication to safety and compliance, but our goal is to empower clinicians and improve patient outcomes across Europe.

We believe that a balanced approach combining scientific rigor, efficiency, and fairness is essential to advance patient care in Europe. Continued progress depends on effective implementation of the MDR, consistent market oversight, and strong support for research, education, and digital transformation. Recognising oral health as an integral element of overall well-being will help expand access to high-quality care. Likewise, sustainability efforts should encourage both environmental responsibility and ongoing innovation.

Our vision is a Europe where innovation thrives, clinicians are empowered, and patients benefit from world-class care. Nobel Biocare and Envista remain committed to advancing dentistry through science and collaboration.

Stefan Nilsson
President, Nobel Biocare



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