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Dentaurum

Individual solutions begin at the base

The brand new CAD/CAM titanium base VARIO from Dentaurum comes with a revolutionary design offering efficient, flexible and reliable handling. It's an effective and innovative addition to the patented tioLogic® TWINFIT implant system—a system that has already convinced numerous users. The Abutment Switch allows you to change between cone and platform abutments at any time. You can also adapt the base to various heights and individually adjust the screw aperture, easily and digitally.

Complicated storing was yesterday—today is VARIO

With a chimney height of 8.5 mm, the CAD/CAM titanium base VARIO offers optimum support for high restorations and increases the area to be bonded. The innovative design allows adhesive cylinder lengths from 4.0 mm to 8.5 mm in 1.5 mm steps.

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A new look, the same passion: The new brand identity of OEMUS MEDIA AG

OEMUS MEDIA AG is embarking on a new chapter in its history. After more than 30 years, the Germany-based media company is unveiling a new brand identity—one that reflects its transformation from a traditional specialist publisher into an integrated media, events and community-driven enterprise. For more than three decades, the company's previous logo appeared across OEMUS MEDIA AG's magazines, congresses, websites, newsletters and trade show displays. During that time, the company continued to evolve. What began as a traditional specialist publishing house has long since become an integrated media company, with its print, online, event, study and corporate divisions working together to shape communication within the dental industry. The new brand identity brings this evolution to life visually.

A smile at the core of the brand

At the heart of the new identity is "oemus"—lowercase, pared back and focused. Its defining feature, the redesigned "u," evokes a smile and reflects the company's dental roots. It also stands for "you," "us" and "we," symbolising the community and collaboration that have long shaped OEMUS MEDIA AG: #welovewhatwedo.

The new colour palette pairs Deep Viola—combining professionalism and creativity—with a modular system that gives each business division its own secondary colour. This creates clear visual structure while maintaining a cohesive identity. The distinctive "u" also forms a brand pattern used across magazines, websites, social media, congresses, newsletters and trade shows. Together, these elements create a comprehensive, instantly recognisable design system.

Modern in appearance, true to our values

The new brand identity builds on everything OEMUS MEDIA AG has stood for over the past three decades: close ties to the market, a passion for dental topics and a strong network connecting people, knowledge and communication. The visual language may be more modern, but the values behind it remain unchanged. They will continue to provide the foundation for everything that defines the OEMUS brand.

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