

today

SHOW
PREVIEW

Great expectations



An interview with the executives of Koelnmesse and the Association of German Dental Manufacturers (VDDI).

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Stanley M. Bergman speaks



The Chairman and CEO of Henry Schein about IDS and why international markets like Germany are key for his company's success.

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New products in focus



Many products will be on display at IDS 2011. Get an overview about what the world's most innovative companies have to offer.

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IDS 2011: another record breaker for dentistry

More than 10,000 visitors expected to attend the world's largest dental show in Cologne, Germany.

Visitors of this year's IDS in Germany should probably schedule more time to get hands on the latest advancements in dentistry. After the record breaking show in 2009, the number of exhibitors has increased again due to more foreign companies showing interest in becoming a part of the world's largest dental trade fair, the organiser Koelnmesse told *today international*.

The company expects over 1,800 dental companies from 56 countries to attend the exhibition. Due to the high demand, Hall 2 will be opened for companies and visitors for the first time, they said.

The additional requests for trade fair attendance mainly comes from companies active within the fields of implant restorations and digitalisation. The number of companies exhibiting CAD/CAM system, for example, has increased by over 40 per cent compared to IDS 2009.

"The great level of participation from all over the world is attribut-



Visitors swarm one of the halls at IDS Cologne 2009. (DTI/Photo Koelnmesse Germany)

able to the fact that the International Dental Show is the leading trade fair for the entire international dental world," Oliver P. Kuhrt, Executive Vice-President of Koelnmesse GmbH, summarised the exhibition concept.

According to Kuhrt, online business services will enable IDS visitors and exhibitors to get in touch with each other before the start of the show in March 2010. The product catalogue will be also revamped and presented with a new layout and improved

search options. Owing to the growing popularity of mobile services, a free IDS app will be offered for iPhone, Blackberry and other mobile operating systems.

The 34th International Dental Show will be taking place at the Cologne exhibition center in Cologne, Germany, from 22 to 26 March 2011. In addition to the dental exhibition, there will be a substantial specialists programme supported by manufacturers, the German Dental Association and the Association of German Dental Technicians' Guilds.

Advance sales tickets ranging from €7,50 to €13 are still available online on the Koelnmesse website (www.koelnmesse.de). ◀

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TBR PERIOSAVE—Protecting the periodont with an anti-bacterial shield

An interview with Julien Benhamou, CEO of TBR, about the company's new implant system

During the International Dental Show 2011, TBR Group will present its PERIOSAVE implant system which guarantees an anti-bacterial protection of the periodont and fits the clinical requirements of more than 20,000 TBR users worldwide.

Mr. Benhamou, how does the PERIOSAVE system protect the patient from peri-implantitis risks?

We decided to come back and focus on the basis of dental implantology which is to offer the patient a durable implant with the lowest risk of infection. Indeed, studies have proved that 9 to 14 years after implant placement, a risk of peri-implantitis occurs in 16 per cent of cases. A progressive loss of cortical



Julien Benhamou, CEO of TBR, France

bone happens which threatens the stability of the implant (Roos-Jansäcker et al. 2006).

To avoid periimplantitis, and to provide a real anti-bacterial global pro-

tection for the implant, we have decided to study and to develop several ranges of PERIOSAVE implants giving an answer to this main concern. For every indication, we propose an implant solution that provides surgeons with anti-bacterial safety and patients with a real aesthetics solution.

The proposed implant solution must be adapted to the patient's anatomy and not the other way around. The dentist will be in a position to select the implant type according to the clinical case.

Can you give us a short introduction to the PERIOSAVE implants lines?

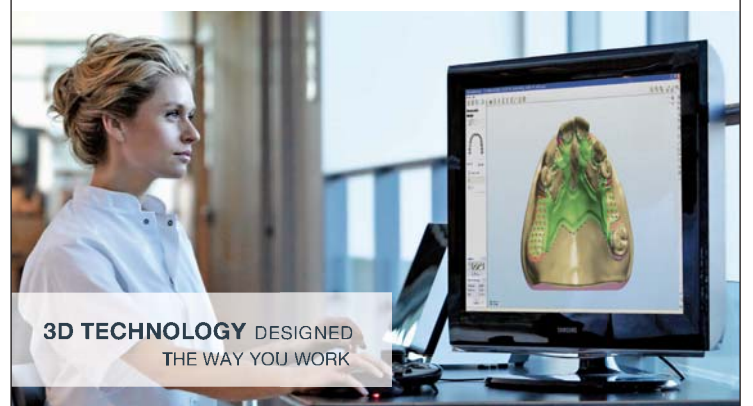
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