

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.

» page 18

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.

» page 20

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?

today » page 5

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“IDS is the premier showcase for innovation in the global dental industry”

An interview with Oliver P. Kuhrt, Executive Vice President Koelnmesse, and Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI)

■ **today international:** Registrations for the upcoming International Dental Show in Cologne are in full swing. After the successful 2009 edition, how many exhibitors and visitors do you expect this year?

Oliver P. Kuhrt: We expect approximately 1.900 companies from 55 countries to attend IDS 2011. Due to the increasing participation figures, both the organizer and the VDDI are looking forward to replicating the success of the 2009 show where more than 100.000 visitors from all around the world came to Cologne.

A lot of manufacturers have released new products prior to IDS Cologne. Is this going to affect the number of visitors?

Dr Martin Rickert: I do not anticipate any effect as the IDS is the premier showcase for innovation in the global dental industry. You see, dental professionals have to deal with complex solutions and applications that go beyond the news value of common consumer products and, therefore, innovations for practice and laboratory do not lose their ap-

peal once they have been released. The decision whether and how to incorporate new methods into our own businesses is based on how deep we are willing to look into it. Overall, IDS still offers the most comprehensive overview of innovations for dentists and dental technicians.

The last IDS saw an increased number of Asian manufacturers. Will we see any new country participations this year?

Oliver P. Kuhrt: According to the latest exhibitor survey there will not be any new joint country participations. The markets with the largest exhibitor count are traditionally Germany, Italy, South Korea, Switzerland and the United States. In addition, we will also be welcoming companies from countries like Argentina, Australia, Brazil, Bulgaria, China, Japan, Israel, Pakistan, Russia, Spain and Taiwan.

At IDS 2009, the focus was on implant solutions and CAD/CAM technologies. Will this trend continue in 2011?



• Oliver P. Kuhrt

Dr Martin Rickert: We expect a lot of new products and trends in 2011 but digitalisation will definitely be the forerunner. This field, ranging from high quality impression scans to milling processes of different, new dental materials, is increasingly becoming important.

Implantology has been a booming segment for years and smaller and shorter implants have been launched over time. Even teeth that show high levels of decay can now be restored to their former functionality for many years to come. In endodontics, the effective cleaning of root canals remains one of the most important topics.

In regard to new business models, the cooperation between laboratories, distribution centres and the industry comes into mind. Nowadays, the single-man laboratory can almost offer the same portfolio as laboratories with much large manpower. Digital imaging allows specialised centres to offer small practices the whole spectrum of diagnostic services.

What product segments are showing high prospects?

Oliver P. Kuhrt: We experience growth in many dental fields which is basically a result of manufacturers extending and complementing their product offerings with promising new products and solutions. The most prominent segments will probably be dental implants, prophylaxis, dental hygiene, cosmetic dentistry and CAD/CAM. However, we also observed growth in the field of dental practice equipment and functional systems for dental laboratories.

The worldwide economy is recovering fast. Have you experienced similar developments in the dental industry as well as the trade show business?



• Dr. Martin Rickert

Dr Martin Rickert: The steady demand for dental services by patients confirms that the willingness to sustain their health has not been negatively affected by difficult economic circumstances. Most people know that investments in their health are investments in their quality of life and, last but not least, in their own future.

of a continuing target-oriented strategy of the German dental industry and its partner Koelnmesse. The strong presence of foreign exhibitors and visitors is creating an atmosphere of global awareness that makes the IDS what it is today, an international dental market place that is independent of temporary or local economic developments.

Will the first day of the trade show again be dedicated to dental dealers and importers?

Dr Martin Rickert: Definitely! According to most exhibitors and international dealers I spoke to, the „Dealers Day“ on Tuesday has been received very well in the past. Most industry representatives appreciate the fact that specialists are available non-stop for business contacts and negotiations during that day.

What else can be expected from this year's edition of IDS?

Oliver P. Kuhrt: In addition to halls 3, 4, 10 and 11, we are going to open

“We expect a lot of new products and trends in 2011 but digitalisation will definitely be the forerunner.”

Due to the recession, the US dental industry has been struggling recently. Do you think this could have an effect on the position of IDS as the world's largest dental trade show?

Dr Martin Rickert: The undisputed position of IDS as the world's leading dental trade show is a result

hall 2 with an additional exhibition space of 143.000 sqm this year. Due to this measure, all exhibition halls are now located next to each other and are easily accessible through the South, East and West entrances to evenly guide the stream of visitors.

Thank you for this interview. ◀

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(DTI/Photo Koelnmesse Pte Ltd, Singapore)

Asia largest growth market for German dental equipment

Industry remains positive for International Dental Show despite falling exports in 2009/2010

More and more German dental equipment is exported to Asia, new figures released by the Association of German Dental Manufacturers have revealed. According to the latest member survey, 40 per cent of all manufacturers reported an increase of sales in that region in 2009. Less growth was observed in Western European and the US, the two main markets

for German dental equipment. Total German dental exports fell by almost 10 per cent last year due to the ongoing financial economic turmoil in most parts of the world. At the same time, domestic sales increased by 2,5 per cent to over €1.62 billion. Germany currently exports over 50 per cent of its domestically-fabricated dental equipment abroad.

VDDI chairman Dr Martin Rickert commented that the tense situation in the global economy has significantly affected consumer behaviour and willingness to invest in new equipment. Submarkets have also shown mixed results during the course of the year. He added that despite the slow economic recovery, expectations for exports in 2010 remain positive with the growing

interest in aesthetic-driven solutions and increasing standards of living in emerging countries like Brazil, Russia, India or China accelerating demand.

With a total turnover of over €3 billion, Germany is the second largest market for dental equipment worldwide only surpassed by the United States. ◀◀

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Dentistry in Europe

Markets defy economic gloom, ADDE reports

Most major dental markets in Europe achieved growth rates above 3 per cent last year, the 2010 report by the Association of Dental Dealers in Europe (ADDE) in Switzerland has revealed. France had the highest growth rates in 2009 with 20 per cent, followed by the United Kingdom (7,4 per cent) and Germany (3,2 per cent).



(DTI/Photo Koelnmesse, Germany)

Despite being the second largest manufacturer of dental equipment in Europe, the market in Italy shrank by 5,9 per cent, according to the report.

The report also showed that sales for dental units and equipment grew by 5,3 per cent, while sales of consumables remained steady. While the market for laboratory equipment increased slightly, sales of CAD/CAM units did not show any significant growth.

In general, the data indicate a slight increase of the number of practising dentists over Europe (+0,4 per cent), while the number of dental laboratories declined by 1,7 per cent. The total sales volume shows—despite of almost worldwide economic turbulences—an increase of 2,8 per cent, as reported by the 2010 Dental market report, published by ADDE, in coordination with FIDE.

The AADE report, which is being published annually since more than 15 years, cover European dental market trends and developments in over 15 European countries. Representing the interests of more than 960 dental dealer organisations, the Association aims to co-ordinate and represent collective interests of both the dental industry and trade on a European level.

The report can be purchased for €260 through the Associations website at www.adde.info. ◀◀

today page 1

We offer three lines of PERIOSAVE implants covering all implant indications. PERIOSAVE Z1 are 1 surgical stage implants with a zirconia collar (Yttria stabilized Polycrystalline Tetragonal Zirconia technology). The transgingival zirconia collar works as an anti-bacterial shield due to its smooth and dense surface properties. In addition, this material is recognised as the best option for the aesthetic management of the soft tissues.



Julien Benhamou, CEO of TBR, France.

PERIOSAVE Switching Platform are two surgical stages implants used with anatomical zirconia or titanium abutments specifically designed for a biological environment optimization. As a result, a protection process is observed, similar to the one noted with the zirconia technology, and the new available biological environment allows the construction of an annular gum sleeve acting as a shield against periodontal bacteria attacks.

Finally, PERIOSAVE Baby are two surgical stages short implants (6 mm) to protect the periodont through the limitation of classical bone growth surgeries.



The biological benefits of PERIOSAVE implants are proven but what about their mechanical properties?

From a mechanical point of view, our exclusive technologies (zirconia-titanium fusion, 5 microns tolerance) allow implant resistances up to three times higher than regular implants. All of our fatigue tests are based on the worst case scenario (shortest implants, smallest diameters, 25° angulation plus an additional 10° angulation – French Ministry of Defense CERAH LABS March 2004).

What are the clinical benefits of the PERIOSAVE solutions?

In implantology, a priority is to get a full protection from periimplantitis. It is therefore necessary to select an implant system that is able to match with the biological requirements. TBR PERIOSAVE systems provide the only protection to definitely prevent any development of peri-implant inflammation. The aesthetic results are drastically improved.

What makes PERIOSAVE implant solutions by TBR special?

PERIOSAVE implants offer a wide range of opportunities to our users. Available in five lengths (6, 8, 10.5, 13 and 15.5 mm), three diameters (3.5, 4 and 5 mm) and two heights of transgingival zirconia collar (1.5 and 2.5 mm), PERIOSAVE implants fully fit the expectations of surgeons. They can be placed directly with a contra-angle thanks to the Swiss-Clip connection; a very ergonomic design developed to simplify and fully control the implant placement session without any digital contact.

PERIOSAVE implants not only provide a comprehensive solution to the implant integration in tissues, thus ensuring their longevity, but they will open a new era of periodontal integration and protection of the periodont, two issues that will be subject of scientific debate probably for the next 20 years.

What differentiates the manufacture of your technology from your competitors?

The TBR Group has decided to have an absolute control of its products quality and to guarantee a fully integrated production from the titanium bar to the final product. In our factory near Toulouse in France, our experienced technical teams together with the best CNC (Computer Numerical Control) machines have developed an exclusive milling technology with a 5 microns tolerance. Last October, we have celebrated the extension of our factory with more than 500 TBR users who were able to get an insight view into the manufacturing process of an implant, starting from the raw material to its final packaging in a clean room.

What makes TBR Group a unique company?

For more than 25 years, the TBR Group aims at fitting the expectations of dentists. TBR products are imagined "by dentists for dentists" supported by specialized engineers in close collaboration with universities.

Always focused on users, our main concerns are our users concerns. With that view, we are focused on fighting against the periimplantitis diseases and biological integration of our implants, to offer the best combination of solutions. It is the crucial objective of the PERIOSAVE implants.

All PERIOSAVE solutions benefit from the CE certifications, FDA approvals and are available in over 57 countries worldwide.

What are the objectives of TBR for the next years?

Nowadays, TBR Group is one of the largest French manufacturers of dental implants and one of the fastest growing implant companies worldwide. Our objectives for the next years are to build on our history that started more than 25 years ago and is based on core values such as innovation customers satisfaction.

Our current and future users are invited to visit us during the International Dental Show 2011 (Hall 11.2, Stand N030-O031), to visit our website www.periosave.com and to join the PERIOSAVE revolution! ◀

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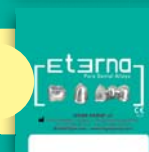


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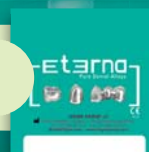
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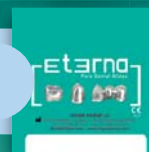
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All-ceramic restorations drive aesthetics in dentistry

Digitalised workflows will create new business opportunities for dental laboratories worldwide

■ Digital technologies have been in the focus of researchers and developers in the industry alike for many years. Now they are beginning to increasingly shape the daily routines in dental practices and laboratories including aesthetic dentistry procedures. Once being a subspecialty, the field of aesthetic dentistry has made significant progress due to

the introduction of new technologies such as electronic colourimetric systems and digital methods for producing highly accurate intraoral moulds.

In particular, the diverse methods of CAD/CAM-supported design in dental restorations—especially with the use of zirconium high-strength

ceramics—and layered or pressed ceramic veneers are now providing excellent solutions for patients that not only ask for highly functional but also aesthetic dental prosthetics. This applies especially to the precise forming of ceramic or metallic foundations for crowns and bridges, as well as to implant prostheses and associated ceramic or plastic veneers.

“Aesthetics in dentistry have continued to gain importance in recent years, as more patients ask their dentist how their teeth can be restored to both functional and aesthetic perfection,” explains Dr. Martin Rickert, Managing Board Chairman of the Association of German Dental Manufacturers (VDDI). He adds that in order to meet this strong demand for



(DTI/Photo Koelnmesse, Germany)

high-tech dental care more efficiently, users can now rely not only on conventional but also digital methods that make CAD/CAM-supported ceramic veneer techniques possible.

Among the latest versions of digital workflow are all-ceramics monoblock processes using CAD/CAM methods to make anatomically complete restorations from advanced materials like lithium disilicate or zirconium dioxide ceramics. Modern CAD/CAM veneering systems that allow to create a restoration with all anatomical details inside a virtual space and subdivides it into two partial data records are currently provided by the dental industry. One of these datasets is used for the fabrication of the foundation from zirconium dioxide while the other is used to mill the pre-sintered veneer ceramic. This veneer can then be attached on top of the foundation, coloured and sintered.

Similar methods can also be applied to lithium disilicate ceramics, a material primarily used for the production of single and multi-unit dental restorations.

In addition to a comprehensive presentation of high-tech in dentistry, the International Dental Show will also provide a comprehensive overview of conventional technologies that continue to be useful in dental prosthetics. These include treatment methods using ceramics, precious metals or NEM alloys in their veneers—either processed in layer or in laminated forms. Simultaneously, plastics technology has also made progress in the development of aesthetically pleasing veneers. Innovative composite materials provide unprecedented abrasion resistance as well as the required colour fidelity for the creation of high-quality structural designs.

“Professional visitors from dentist’s practices and dental laboratories can look forward to the International Dental Show, the world’s largest trade fair for dental medicine and dental technology in Cologne from 22 to 26 March, 2011, as an excellent opportunity for gathering information from the exhibiting companies’ specialists, other experts and experienced users about the whole spectrum of aesthetic dentistry and especially the latest CAD/CAM methods for making perfect ceramic veneers and substructures,” concludes Dr Markus Heibach, CEO of the VDDI. ◀

(Source: Koelnmesse/Edited by Daniel Zimmermann, today international)

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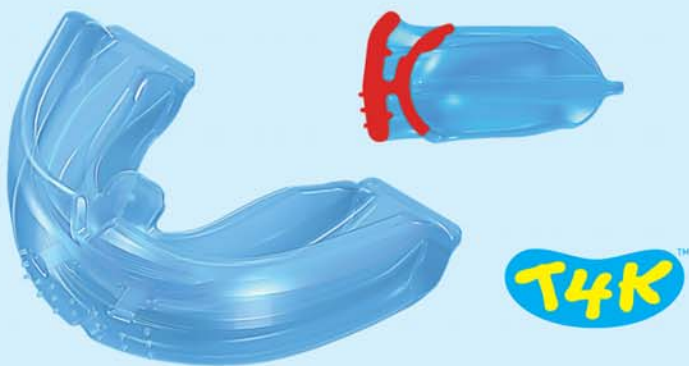
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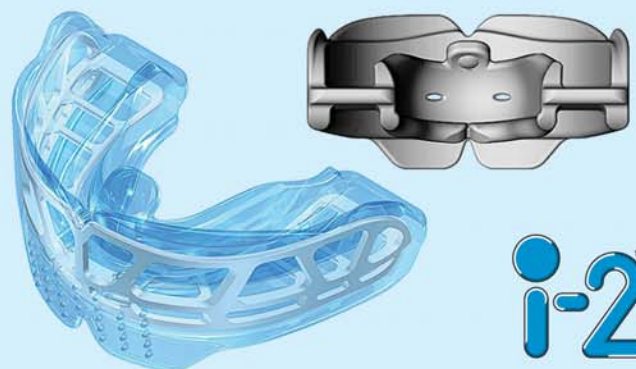
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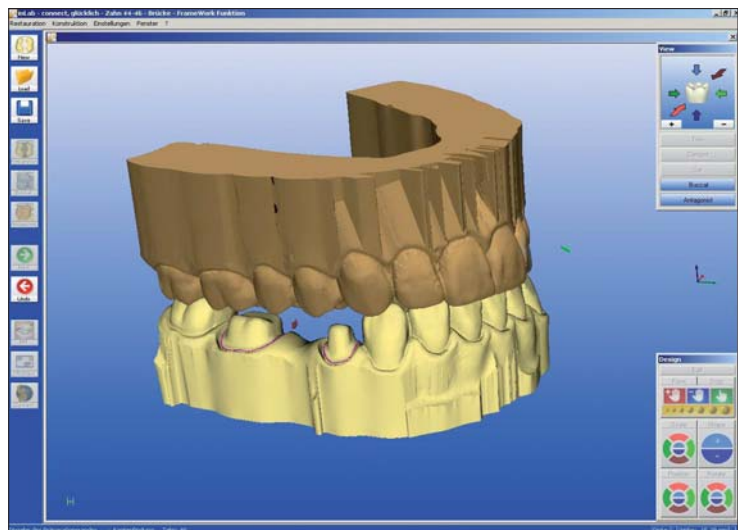
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CAD/CAM technology, the seed for a new kind of dentistry

By Prof. Albert Mehl, Switzerland



Progress in dentistry: digitally completed full arch model, computed with CEREC Connect software—the basis for the production of the model and the construction and milling of the framework (Image courtesy of Sirona).

Dental CAD/CAM technology has recently undergone enormous development. At the moment, it is the most innovative segment in dentistry and will again be the focal point of this year's International Dental Show (IDS), where plenty of manufacturers are going to showcase new systems and CAD/CAM solutions. While dental technology was the primary focus in the past, developers are now

also looking at the manner in which these technologies can be applied to the dental practice. Digital impressions play a key role in this process.

Manufacturers are currently making large investments in this technology and are thus able to constantly introduce new innovations. In this particular field—handheld systems for precise 3-D surface

measurements—dentistry is the forerunner of all other engineering sciences, a fact that acknowledges the pioneer achievement of these developments.

While there was a level of caution with regard to the accuracy of full jaw scans, new clinical studies and trials confirm that intra-oral, 3-D systems now produce results that are almost comparable to conventional impression methods. In addition, handling and integration into the practice workflow have been developed to such a degree that these systems can now be used for the treatment of dental patients.

Further examples are functional diagnostics with virtual articulators, implant treatment planning through the combination of DVT data and intra-oral scans that allow for chair-side production of surgical guides, as well as facial scans serving as a base for a secure prosthetic planning.

However, CAD/CAM technology is not limited to the fabrication of dental restorations. Computerised dentistry is now also influencing other fields in dentistry, such as diagnostics, 3-D assessment and digital

CAD/CAM thrives at IDS

Dentists and dental technicians who visit the next International Dental Show in Cologne in Germany will have more dental CAD/CAM systems at their disposal. According to preliminary figures of the organiser Koelnmesse, the number of companies planning to showcase the latest technology in this field has increased by almost 50 per cent. The last show in 2009 only saw 89 companies exhibiting CAD/CAM related products.

Digital processes are increasingly determining the day-to-day work in dental practices and laboratories due to increasing demand for dental prosthetic devices in most Western markets. In addition, prices for high-value materials like zirconia and ceramics have fallen signifi-

cantly over the last two years. A 2010 report by the Canadian Millennium Research Group predicted the global dental CAD/CAM market to grow strongly through 2014 despite the economic challenges that dentists have to face because of the recession.

Prof. Albert Mehl, currently Guest Professor at the Centre for Dentistry and Oral Medicine at the University of Zürich, sees many advantages in the new technology. "The enormous potential of digital scanning has been recognised by the industry and thus is currently in heavy development," he told *today international*. "As soon as quality and practicability have been demonstrated within clinical environments, amortisation will no longer be an issue." ◀◀

storage. Owing to these developments, complex approaches have become simplified and can better be integrated into the daily practice—all for the benefit of the patient. As a result of these new developments, which offer completely new opportunities for the daily workflow of the dental practice, dentists will have to become acquainted with these new technologies. Only well-educated den-

tists and dental technicians are able to assess the differences between the available systems and technologies. Just as studying material science enables confident handling of different materials, the basics of computerised dentistry must find their way into the dental curriculum.

The upcoming IDS will prove that the time is ripe! ◀◀

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Global lab revenues projected to exceed US\$14.5 billion by 2015

Increasing demand for dental prosthesis and purchasing power of baby boom generation are main factors for market growth

Increasing numbers of elderly people and more demand for high-quality dental aesthetics are cited among rea-

sons for an increase in global demand for the services of dental laboratories. According to a new report, the world market for dental laboratories is projected to exceed US\$14.5 billion by the year 2015.

nessing a significant increase in demand for dental prosthetics as well as other restoratives. The report also cites the increasing purchasing power of the baby boom generation as another factor driving the dental laboratory market.

The scarcity of technicians and availability of modern restorative technologies and systems are driving dental laboratories to deliver quality dental restorations to dentists on time. Outsourcing is a key element in the U.S. dental laboratory industry.

Report, provides a comprehensive review of dental laboratories, market trends, recent industry activity, and focus on market participants. The study analyses market data and analytics in terms of value sales for regions, including The United States, Canada, Japan, Europe, Asia-Pacific, Latin America and the rest of the world. ◀

The report, by Global Industry Analysts, a publisher of market research, states that dental laboratories are wit-

The United States represents the largest market for dental laboratories worldwide, according to the report.

The report, titled *Dental Laboratories: A Global Strategic Business*

Dental X-rays linked to cancer

Long-term exposure to increase risk by 200 per cent

A joint research team from Kuwait and the UK has reported a link between dental X-rays and increased numbers of thyroid cancer. After factoring X-rays taken of 300 patients in a hospital in Kuwait, they found that men and women who had had up to four dental X-rays were more than twice as likely to have developed the disease than those who had never had any dental X-rays. For those patients who had had between five and nine X-rays, their risk rose more than four-fold. Although thyroid cancer is one of the least deadliest cancers, incident rates have almost doubled in recent years.



(DTI/Photo Dmitry Shironosov)

The findings are consistent with previous reports of increased risk of thyroid cancer in dentists, dental assistants, technicians and X-ray workers, suggesting that sensitivity of the thyroid to radiation is not necessarily related to direct irradiation of that organ but to any exposure to ionizing radiation. Besides thyroid cancer, significant risks have been also observed for leukaemia and cancers of the breast.

The researchers warned that the results of their study "should be treated with caution" because the data was based on self-reporting by the participants and the fact that other factors could be contributing to the increase in thyroid cancer cases. Further research is required to confirm the exact effect of dental X-rays, the added.

"It is important that our study is repeated with information from dental records, including frequency of X-rays, age and dose at exposure," Dr Anjum Memon, Senior Lecturer and consultant in Public Health Medicine at Brighton and Sussex Medical School, who led the study, said. "If the results are confirmed, then the use of X-rays as a necessary part of evaluation for new patients, and routine periodic dental radiography, particularly for children and adolescents, will need to be reconsidered, as will a greater use of lead collar protection." ◀

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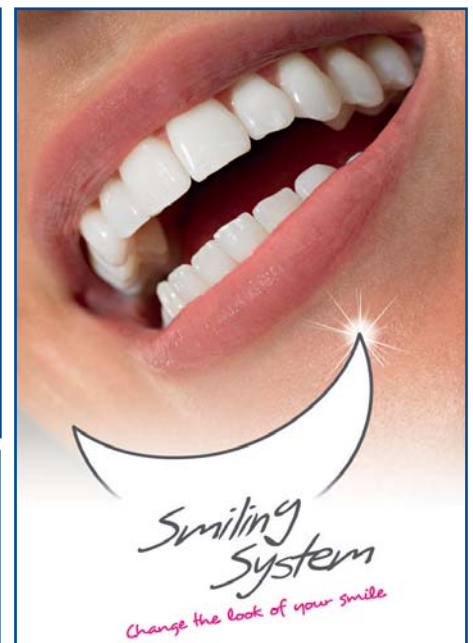
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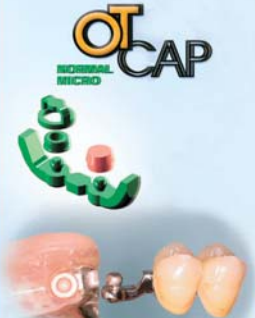
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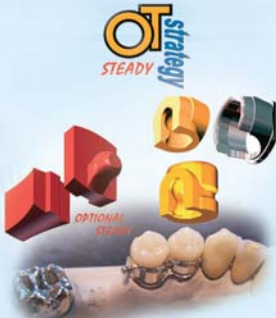


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Christian Berger

“Electronics and computers are the new focal point of diagnostics and therapy in dental practice”

By Christian Berger, President of the European Association of Dental Implantologists—BDIZ EDI

■ The 34th International Dental Show will certainly take many of us by surprise with new methods and products. I guess, the one thing we are all waiting for is one of the big implant manufacturers to step forward and reveal the first implant

based on zirconium oxide. While often introduced but never actually launched onto the market, full-ceramic implants are very suitable for aesthetic dentistry due to their high biocompatibility and colour. On the other hand, they also have to have

custom yet individualized prosthetics and be resistant to long-term wear.

Let us take, for example, innovative implant surfaces and treatment concepts with angulated implants.

Without these new developments and advancements that result in an ongoing improvement of medical products, less implant systems, surfaces and bone augmentation materials would be available today. Instead, implant dentists have now a range of specific surgical techniques and materials for different indications to their disposal.

This leaves both users and patients puzzled about the right choice and, first and foremost, product safety. Conditioned surfaces, for example, which have been hydroxylated with hydroxide ions shortly before insertion to provide more stability and improved osseointegration in the final healing phase are raising the question whether reliable clinical studies exist that determine that these special conditioned surfaces allow reduced healing times.

Another focus will be on biotechnological strategies for osteogenesis. Especially in the field of synthetic bone augmentation materials, the range of products is sheer endless. While some have been developed to function as a placeholder for new bone formation, other materials are supposed to replace autologous bone transplantations entirely. How proved and tested are new products—such as pig's collagen matrix “from the blister”—which are supposed to replace autologous connective tissue grafts for recession covering and to achieve soft tissue augmentation?

Despite these technological developments in materials, electronics and computers are the new focal point of diagnostics and therapy in dental practice. The spectrum ranges from 3-D imaging and computer-assisted implantology to digital impression taking and automatic fabrication in dental laboratories. In diagnostics, there are many software companies by now that provide computer-assisted planning based on DVT-scans. At IDS, implant dentists will be on the look-out for software solutions that can process a majority of the established implant systems.

Opto-digital methods that do not require impressions and/or dental casts have been developed for CAD/CAM supported production of implant prosthetics. Chair side prosthetics with scanner in one session have been announced for IDS. According to the industry, dentists will be able to produce individualized components for aesthetics, for example, with these systems.

It is not easy trying to constantly achieve better results and shorter treatment times when working on such a high level and with success rates that are able to outdo any other field in medicine. It is biology that is still setting natural limits. Therefore, it is important to continuously educate dentists who are doing implants not only to let them benefit from technical innovations and new developments in materials but also to let them keep up with the well-being of their patients. ◀

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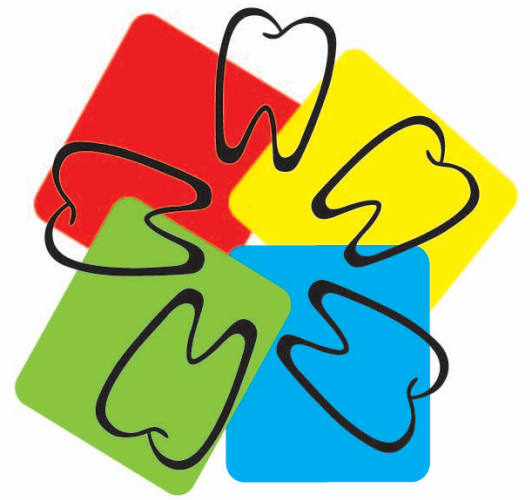


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Biggest Dental Show in China

Specialists quarrel over 'single file endo'

Reciprocating motion a promising method for canal preparation



■ Endodontic procedures that only require one rotary instrument are causing controversy amongst specialists worldwide. Endodontists are actively discussing the pros and cons of the new procedure in Internet forums. So-called single reciprocating file systems have been launched by several dental manufacturers over the last few months.

Originally developed by Canadian and Lebanese scientists, the single file endo concept is claimed to require only one reciprocating file and no glide path or initial instrumentation for the majority of root canals. According to the manufacturers, the technique reduces working time and lowers cross-contamination amongst patients, a common problem associated with the use of multiple files.

However, specialists are not so sure. "This current trend in file design and philosophy is the equivalent of doing brain surgery with a hammer and chisel. Anyone, who

truly believes that Hess-type anatomy can be dealt with by using one rotary file is delusional," a specialist in an US-based endo forum observed.

"The technique requires a new motor, which will turn off many dentists who are already working with conventional rotary NiTi instruments," a German Internet blogger commented. "The bottom line is that the system has to offer considerable advantages or it will be rejected by the market despite its clinical potential."

In a recent *Dental Economics* article, Manhattan-based dentist and endo specialist Dr Barry Musikant said that the technique could create a new standard for instrument use in endodontics. "Common sense says that single usage is a rationalisation to compensate for the weaknesses of rotary NiTi."

Most single reciprocating file systems are already available in major markets. ◀

Enhanced treatment concepts in endodontics on display

IDS will present new techniques and instruments for long-lasting tooth retention

■ The upcoming International Dental Show will be a comprehensive platform for dentists and dental technicians to find out all the latest developments in tooth retention and how to implement complex endodontic treatment systems into dental surgery. Endodontic measures, which due to demographic shifts are becoming increasingly important, provide a reliable base for long-term and lasting tooth retention. Latest clinical evidence has confirmed survival rates of endodontic treated tooth of up to 85 per cent.

In recent years, the field has introduced new methods of conservation therapy including manual or mechanised root canal preparation, efficient rinsing methods during disinfection and the use of modern instruments and materials for obturation. With the help of advanced root pin systems, nowadays even the treatment of front teeth with fractured crowns and roots has become possible. In case a root canal revision should be the only clinical option, endodontic experts have a range of minimally invasive microsurgical concepts for even the treatment of complex endo-periodontal lesions to their disposal.

"The impressive scientific and technological progress in the field of endodontics has improved the odds of long-term tooth retention tremendously and puts this speciality at the centre of a prophylactic-conservationist approach in dentistry," says Dr Martin Rickert, Chairman of the Board of the Association of German Dental Manufacturers (VDDI).

The long years of intense collaboration between a large number of endodontics specialists and the industry

have resulted in improved instrument and new material that improved diagnosis and, above all, improved treatment of root canal lesions. Modern imaging techniques, for example, allow for a more precise visualisation of the root canal and thus enable both



• Surgical microscopes allow minimally invasive endodontic treatment. (DTI/Photo courtesy of Koelnmesse, Germany)

significantly increased the durability of rotating preparation and revision files that allows evenly conical preparation even in the case of severely curved root canals. High-performance, electronically controlled drive units with torque control are helping to eliminate fracturing when using mechanised files.

Technological process has also been made in other areas of endodontics. The working length is determined either by means of X-rays or with the help of modern electromagnetic measuring methods, with the latter causing no additional exposure to radiation. Effective chemical preparations, the action of which can be enhanced via ultrasound-supported or hydrodynamic methods, are used for root canal irrigation which frequently decides the success of the procedure. Modern sealer adhesives and cements based on composites are available for bacteria-tight obturation. Classic methods, such as gutta percha techniques have also seen significant progress.

New equipment systems for warm vertical condensation now ensure better adaptation of the thermally plasticized gutta percha to the canal walls.

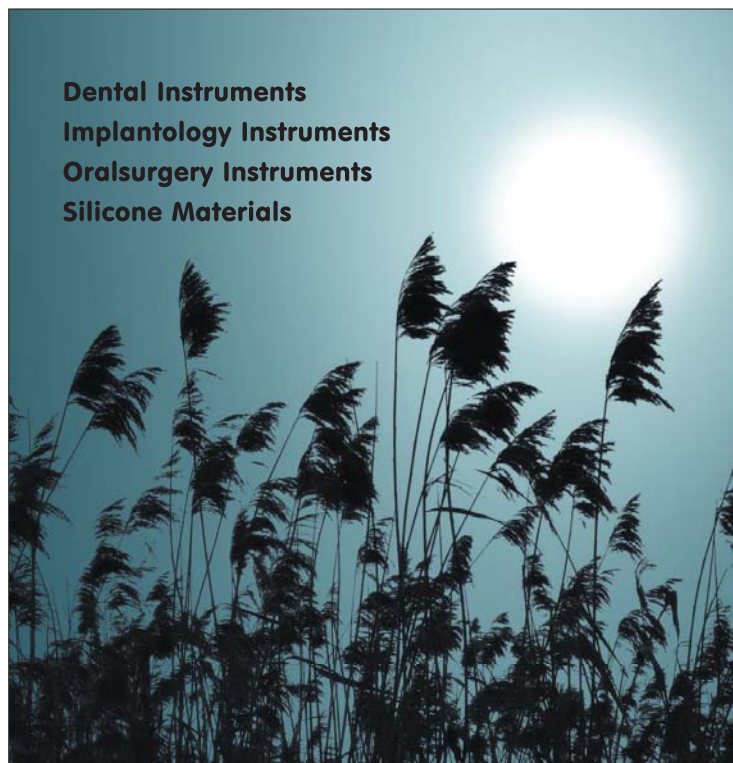
Besides routine tasks that can also be performed by a general dentist, endodontics offers a challenging working field for specialists that includes complex revision work, root end resections and the restoration of teeth with fractured crowns and roots. To accomplish this task, experts are able to use loupe systems or surgical microscopes that permit minimally invasive microsurgical endodontic surgery. ◀

Now equipment systems for warm vertical condensation now ensure better adaptation of the thermally plasticized gutta percha to the canal walls.

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(Source: Koelnmesse/Edited by Daniel Zimmermann, today international)

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"Preserving natural tooth substance remains a priority"

By Dr Christian Gernhardt, University of Halle/Saale, Germany

■ With IDS only a few weeks ahead, it is certainly a perfect opportunity to get acquainted with new trends and developments in the field of endodontics. Although the basic goals of endodontic treatment including the chemomechanical elimination of microorganisms and the following apical and coronal sealing of the



• Dr Christian Gernhardt

root canal system have not changed much over the years, new and advanced products are certainly going to be presented in Cologne.

An increasing number of our dental colleagues are currently jumping

on the endo bandwagon through congresses, continuing education and master programmes and wanting to educate themselves in the field. Looking also at the numerous articles that have been published on endodontic issues in the national and international trade press, these development and offerings will benefit our pa-

tients in the long-run. Despite the rapid developments in the field of implantology, preserving natural tooth substance through high-quality endodontic therapies remains a priority as these minimal-invasive procedures can save patients from extensive and

risky treatment with tooth replacements for the time being.

It is not surprising that the industry has further extended its offerings as a result from this increasing interest in endodontics. At this point, however, it seems an impossible task to mention all new products that are going to be released during IDS. Therefore, I only want to focus on a few innovations in the field of root canal preparation.

It has been a long-term goal for endodontists to make mechanical preparation with NiTi instruments not only easier, faster and more economical but, up and foremost, safer. At IDS, several systems will be launched to

Orthodontics in practice and laboratories

Field increasingly benefits from digitalization and enhanced diagnostics

■ During their visit to IDS 2011, general dentists, dental technicians and orthodontic specialists will be presented with a unique opportunity to obtain a comprehensive overview of the latest concepts in orthodontics and its related disciplines such as implantology, periodontology, radiology and material science. Orthodontic care providers as well as patients do benefit from the increasing miniaturization of elements, "invisible" lingual brackets and wires, intelligent Ligier methods as well as new body-friendly materials.

The industry is also offering workplaces especially for the requirements of orthodontic specialists. These units have been consistently designed according to ergonomic principles and allow better access to the patient—an advantage particularly in the treatment of children and young people.

Modern orthodontic treatment processes making effective contributions to the correct development of the masticatory system. Nowadays, general practitioners, orthodontics specialists and dental technicians operating in the dental prosthesis area can be more involved more than ever in the orthodontics field. Digital advancements have entered the field in form of CAD/CAM-aided aligner concepts based on modern X-ray processes, which are able to develop virtual 3-D model images and treatment plans with the help of computers. As a result, dental mal-alignment can be often corrected faster and with less inconvenience for the patient.

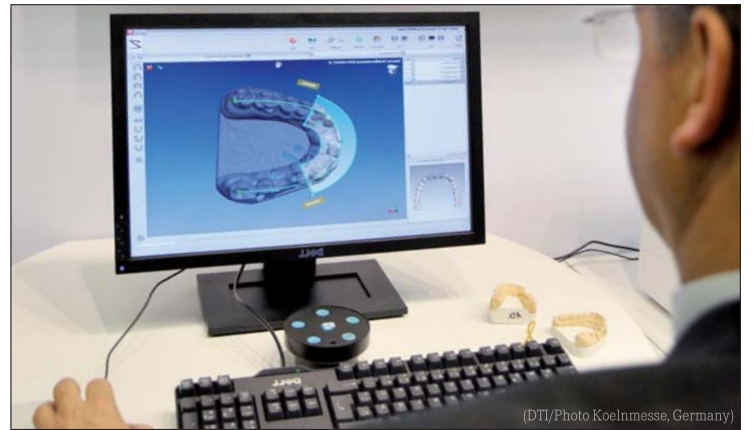
Improved diagnostic methods including digital imaging with its processing and archiving possibilities are becoming increasingly affordable also for smaller dental surgeries. Functional diagnostics or cephalometric analyses are also benefiting from technological achievements. As a result, remote lateral X-ray imaging can also be performed digitally today. The digital transfer of data within the surgery or to laboratories has now become standard due to good dental work organisation. In addition, intra-oral cameras support the patient's pre-treatment discussion with the dentist.

"The scientific and technological advances offer orthodontics and its related disciplines outstanding therapeutic opportunities," explains Dr Martin Rickert, CEO, Association of German Dental Manufacturers (VDDI-Verband der Deutschen Dental-Industrie).

"Similar to other fields in dentistry, digital processes are increas-

ingly finding their way into daily practice or into laboratories where they provide new opportunities for orthodontics starting from patient examinations, the planning and design of therapeutic measures to digital networking," he added. ◀◀

(Source Koelnmesse/ Edited by Daniel Zimmermann, today international)



(DTI/Photo Koelnmesse, Germany)

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the market that are said to make it possible to prepare even complex root canals with only one completely overhauled single file design. The way instruments move as well as their structure has fundamentally changed. Reciprocating and oscillating motion has been replacing the traditional rotational motion that has been the standard for many years. First user reports about the new concept are showing promising results and are currently discussed lively inside endodontic circles.

To determine whether and to what extent these development will be an important and revolutionary step in endodontics depends on independent in-vitro and, more importantly, in-vitro studies. One thing is for certain, suspense continues to dominate our field.

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Tooth replacements again key topic at IDS 2011

Osseogenesis concepts and implant-supported superstructures on display

■ At IDS 2011, dentists and dental technicians will have the opportunity to get a comprehensive overview of the latest concepts in implant geometries and materials. Clinical case figures have confirmed a trend towards increasing use of prosthetic implant therapy, especially in Western markets like Europe and the United States. In Germany alone, more than

800,000 implants were placed by dental practitioners last year, a 10 per cent increase compared to 2009.

This rapid growth reflects a continuing demand from patients worldwide who are in favour of implant-supported prosthetics. A wide variety of endosseous implants are now available from the industry so that

implant-supported prosthetic solutions can be realised for almost every dental indication. Zirconium oxide ceramic is gaining importance besides classic implant materials such as titanium and allows for the manufacturing of completely ceramic tooth replacements, mesostructures, crowns, as well as peg-supported and bridge-supported superstructures.

Standardised abutments are also prefabricated from titanium or zirconium oxide and can be used for cementable or telescopic restorations. Thanks to modern digital milling processes, an alternative to these prefabricated items that enables the increasing individualisation of superstructures is about to gain ground. Nowadays, one and two-part abutments can already be individually designed at acceptable cost and adapted to the gingival margins in a beneficial manner.

Implant superstructures are increasingly manufactured in industrial milling centres as well as in-house at dental laboratories. Companies specialised in this field are now even offering to design and manufacture complex peg or bridge-supported superstructures which is providing commissioning laboratories with more freedom and the possibility to invest more time and effort in the finishing process. The latest development in this field are opto-digital processes that have been developed in such a way that (plaster) models are no longer required. With this procedure, implant prosthetics are calculated directly through a digital scan and manufactured by using a milling process. Due to the increasing networking of its team members including therapeutic personnel, dental technicians and industry, implantology is significantly boosting quality management at all process levels.

Progress in implantology is also closely linked to diagnostic developments. Three-dimensional X-ray navigation processes combined with laser scans of plaster models and special design software gives dentists the possibility to plan reliable implant measures. Even in most difficult cases, exact 3-D images of the osseous structures can be created by digital volume tomography. In combination with modern planning and design software, implant specialists can obtain stereolithographic guide templates that allow for highest precision during implant bed preparation and insertion. Nowadays, an entire pallet of powerful imaging techniques and user-friendly software compatible to the DICOM standards is available to dental practitioners.

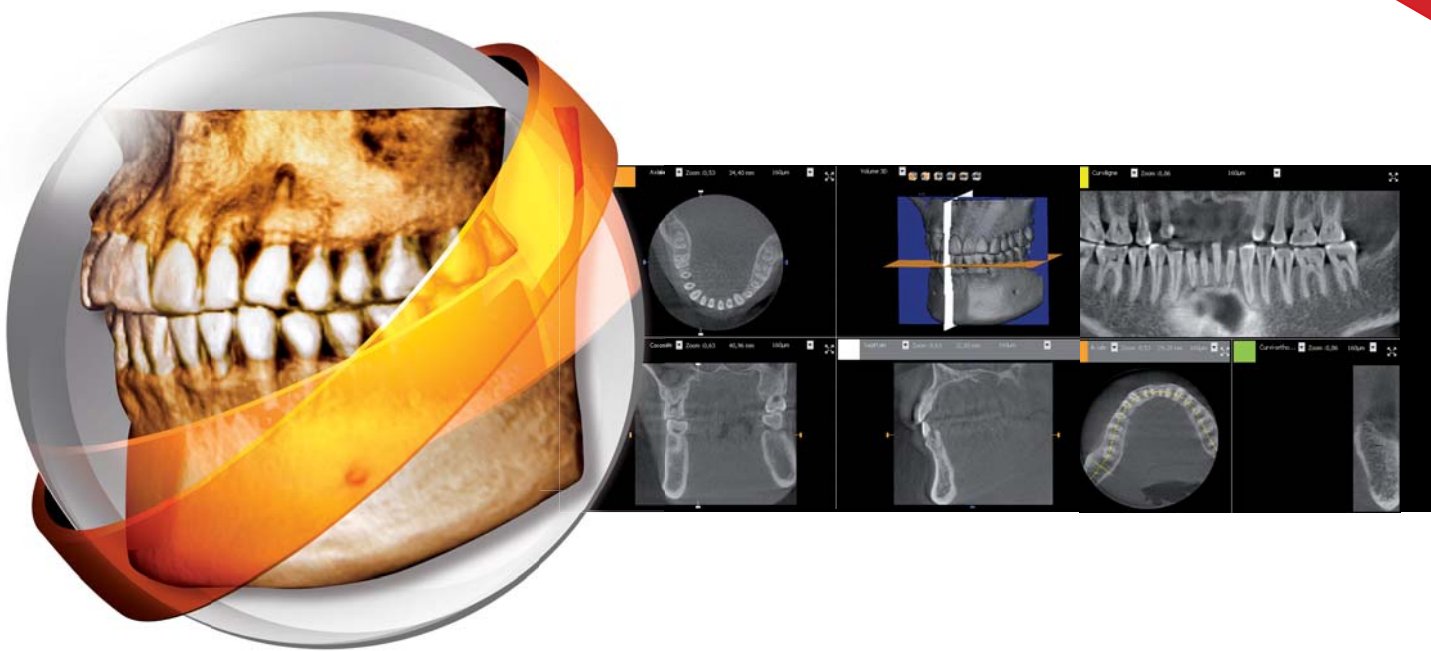
New instruments for implant procedures will also be shown at IDS including atraumatic dental forceps, modern cylinder osteotomes, efficient bone mills or complete surgical units for oral and maxillofacial surgery. Optimised methods for retaining the alveolar process, augmentation or alveolar distraction osteogenesis will also be presented.

In addition, the International Dental Show will be introducing latest biotechnological strategies for osseogenic including adult stem cell technology. New developments in bone marrow stem cells will be presented as well as bone replacement, carrier membranes and biologically resorbable bone pegs—partly made of collagen or mucous membrane material. ◀◀

(Source: Koelnmesse/Edited by Daniel Zimmermann, today international)

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Biomaterials and implants stimulate global demand for dental products

New report forecasts compound annual growth rate to reach 6 per cent for both segments

■ The increasing demand for dental biomaterial and implants is driving the global dental equipment and consumables market. According to a report released by US market research company MarketsandMarkets (M&M), both segments are expected to grow at a compound annual growth rate of 6 per cent—only slightly below the 7 per cent growth rate predicted for all market segments combined. Total market volume is forecasted to reach US\$27.6 billion by 2015.

According to the report, the growth of these segments is expected to be highest in North America and the EU, where the generation of ageing baby boomers can afford high-priced dental procedures, including cosmetic treatments and implants. Improved orthodontic products are also in high demand, especially by younger people.

Improvements in the field of dental biomaterials and tissue regenerative material have enabled dentists to offer more natural and long-term dental solutions. The latest technology, such as CAD/CAM, reduces the overall turnaround time for dental procedures, while improving efficiency of dental practitioners further, the report states. ◀◀



(DTI/Photo Andress)

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Implants in Emerging Markets

China, India see fastest growth in tooth replacements

■ Premium manufacturers are driving the market for dental implants and bone-craft substitutes in countries like China and India, according to iData Research. In a market report, the Canada-based consulting company has forecasted the market volume of both countries for dental implants to exceed US\$400 million by the year 2017. Strong double digit growth rates were also predicted for Brazil, another potent global Emerging Market.

The rapid growth of dental implants will also drive the market for dental biomaterials and bone-craft substitutes, the report states. The number of procedures using these materials is expected to reach almost 400,000 in both countries by 2017.

“The de-regulation of dental care services in China and India has fueled growth of private dental clinics in major urban centers,” said Dr Kamran Zamanian, CEO of iData. “In addition, the low cost of labor has kept implant procedural costs relatively low, promoting dental tourism from countries such as Japan, South Korea and Australia.”

Markets in China and India are currently dominated by few foreign manufacturers such as DENTSPLY Friadent, Nobel Biocare or Straumann. The Swiss-based company particularly has increased its market share in China and South Eastern Asia with the introduction of innovative products including the Bone Level Implant and SLActive dental implant surface technology.

Global business consultant Frost & Sullivan recently awarded the company with its 2010 Asia Pacific Dental Implant Company of the Year Award for superior performance in different areas such as strategic product development.

Europe still holds the largest share of the US\$3.2 billion worth global dental implant market followed by the US, Korea and Japan. The market itself is projected to growth by more than 20 per cent over the next five years. ◀◀

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“IDS has great international representation”

An interview with Stanley M. Bergman, Chairman and Chief Executive Officer of Henry Schein



• Stanley M. Bergman

■ Fortune 500 listed company Henry Schein is the world's largest distributor of healthcare products and services to office-based practitioners. As Chairman and Chief Executive Officer, Stanley M. Bergman, has been with the company for 30 years. In *today international* he speaks about his expectations for IDS and why international markets such as Germany are key for his company's success.

Mr Bergman, what do you enjoy personally about being here in Cologne for the world's largest dental fair, the IDS 2011?

It is always wonderful to come to Germany for IDS. It is a terrific opportunity for me to meet with many of our long time supplier partners here, many of whom have German roots and a long history in this country. At the same time, as the world's largest dental fair, IDS has great international representation and provides a wonderful opportunity to connect with our supplier partners and customers from around the world.

Why is the IDS 2011 important for Henry Schein, particularly considering the global expansion of your business?

Henry Schein is rapidly expanding our business around the world. Our first European operations were established just two decades ago, in 1990, and now our international business represents more than a third of Henry Schein's total sales. IDS provides a terrific opportunity for Henry Schein to connect to our valued supplier partners, to discover new part-



• International visitors like these dentists from Asia increasingly attend IDS in Cologne. (DTI/Photo courtesy of Koelmesse, Germany)

ners, and to share our latest products and services with our customers and other visitors from all over the world.

With a company as large and rapidly expanding as Henry Schein, how do you maintain a

personal, individualized approach with your customers?

Providing excellent customer service is behind everything we do. We focus on professional development training for all Team Schein Members geared toward listening to customers' unique practice challenges and needs, and offering innovative and tailored solutions. With our global expansion, we believe it is essential to ensure that we understand and respond to the unique needs of each customer in every local market.

Can you tell me a bit about Henry Schein's German Dental business?

Henry Schein is the market leader in Germany and across Europe. As our largest market outside of

innovations in laboratory technology, and we expect to see that at IDS as well.

And specifically, why is it worthwhile for your customers from all over the world to visit the Henry Schein booth at the IDS 2011 in Cologne?

We very much look forward to displaying the great quality and selection of Henry Schein's own brands at our two booths at IDS: At Hall 10.2, booth L040, M048 and M049; and at Hall 4.2, booth M060 and N060. We are also very excited to unveil a new look for Henry Schein Dental at IDS.

The new design of our booth is focused on providing the most customer-friendly and comfortable envi-

“...our international business represents more than a third of Henry Schein's total sales...”

North America, our valued customers in Germany are served by our largest field sales and technical service team. We have more than 1,000 Team Schein Members at Henry Schein Dental, 38 Henry Schein Dental locations and 17 University shops, and we just recently opened our new headquarters in Langen. We are proud to offer a broad selection of equipment and consumables and the extensive services of consultants, technical specialists and technicians to dental practitioners, laboratories, and clinics throughout Germany.

What trends and innovations are you most excited about at IDS this year?

Technology-driven products like digital X-ray, CAD/CAM, dental lasers, 3-D imaging systems, practice management software systems, and electronic medical records are the future of the dental market. These products will enable dental practitioners to streamline the efficiency of their practices while continuing to provide high-quality care to patients. There are also some exciting trends and

ronment for our visitors to learn about the innovative products and services that we have to offer. As always, Henry Schein's booth will feature the latest innovations in technology and products, and services for dentists. Some of the highlights include Endovations SAF, alphatech implants, and Henry Schein Financial Services. In addition, the Henry Schein Dental booth will also be surrounded by the booths of our exclusive supplier partners. Our sales representatives and specialists will be there to present Henry Schein's offerings, and to introduce our customers to the booths of our supplier partners as well.

We also invite customers and other visitors to visit our booth to learn more about Henry Schein Cares, our global corporate social responsibility program, and to learn about our social outreach activities to enhance access to care and “help health happen” for underserved populations around the world.

Thank you very much. ◀

AD

Dentatus

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MRC provides education for a healthier future

Myofunctional Research Co. (MRC) has been developing innovative intra-oral appliances to treat the causes of malocclusion and TMJ disorder for all ages of growing children since 1989. At IDS 2011, the company will demonstrate practical and cost-effective means of delivering advanced myofunctional correction for every child.

However, MRC is developing more than just orthodontic appliances. In 2009, their MRC Clinics was launched which provided the industry with a totally new way of treating myofunctional habits in growing children for better dental alignment and facial development. It also offered a profitable and more cost-effective solution to the prob-



• Founder and CEO Dr Chris Farrell (middle, DTI/Photo courtesy of Myofunctional Research, Australia)

lems and limitations of traditional treatment methods orthodontists and their tendency to failure in the long-term.

In addition, the company has a strong focus on advancing knowledge through developing educational materials on the importance of correcting myofunctional habits in children as early as possible. The main goal is not just straightening teeth without braces but to make a lifelong positive impact on their development and health, the company says. They say that this dedication to delivering quality educational materials is

a crucial part of their role as an active educational company. ◀

MYOFUNCTIONAL RESEARCH, AUSTRALIA
www.myoresearch.com
Hall 11.3 Booth E030



A series of innovative products

At this year's IDS, Ivoclar Vivadent will present innovations from the competence areas all-ceramics, direct restoratives and implant prosthetics. The company has taken the IPS e.max system to the next level by introducing the IPS e.max CAD-on technique. With this technique, users can fabricate high-strength and highly esthetic bridge restorations consisting of IPS e.max CAD (LS₂) and IPS e.max ZirCAD (ZrO₂) material.

Visitors can also look forward to the introduction of an innovative in-got which opens up new opportunities in the press technology. Ivoclar Vivadent's press furnace technology has also been improved. Another highlight in the field of all-ceramics will be a cleaning paste that has been especially designed to create optimum conditions for the adhesive cementation of restorations and thus to provide increased reliability. Furthermore, a multimedia tool on cementation is also bound to be launched.



In the area of highly aesthetic composite materials, such as IPS Empress Direct, the company will present new materials which can be used for the characterization of restorations and the masking of discoloured teeth.

Visitors will have the chance to learn about the advantages of the light-curing, universal nano-hybrid composite Tetric EvoCeram on site. This product has undergone an extensive redesign. Tetric EvoCeram will furthermore be supplied in additional shades.

In the field of implant prosthetics, high-quality products for removable and fixed denture prosthetics will be introduced including products for implant-borne complete and partial dentures, fabricated for instance with the nano-hybrid composite SR Phonares NHC teeth, and new alloys. In addition, the company is extending its range of cementation options to include a material for the cementation of permanent or temporary restorations on implant abutments. ◀

IVOCLAR VIVADENT, LIECHTENSTEIN
www.ivoclarvivadent.com
Hall 11.3 Booth A015

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IDS 2011

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BOOTH 64|65



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BlancOne opens new photodynamic frontier in teeth whitening

For years, dentistry has not only been focusing to ensure that the oral cavity of patients functions correctly, but also to establish a perfect 'balance' between functionality and appearance. In fact, an increasing number of patients visit their dentist not only to solve their functional problems but to eliminate aesthetic discomfort caused by 'dissatisfaction with their smile'.

Many current tooth whitening techniques allow satisfactory aesthetic results, however, the time span that is needed to apply those techniques can cause discomfort for the patient, as well as teeth dehydration or hypersensitivity to temperature. On average, patients have to keep their



mouth open at least 15 minutes from the moment on the whitening process begins.

Due to special photosensitizers, BlancOne, a tooth whitening gel supplied by Italian manufacturer International Dental Supply, is said to activate in less than 20 seconds reducing the possibility for dehydration and hypersensitivity. According to the President of the Italian Society of



Oral Hygiene Science Dr Anna Maria Genovesi, as the tooth remains perfectly hydrated, the whitening effect is stabilizing without colour alterations which means that chromogenic-free diets following the treatment are no longer required.

This product can also have benefits for prosthodontists who have to measure the chromatic value of teeth that has just been whitened in order



to reconstruct adjacent teeth. With BlancOne it is no longer necessary to wait until whitened teeth have rehydrated and the prosthodontist can begin working as soon as the whitening treatment has been completed, they say.

In addition to the reduction of chair time, dentists are also able to use any lamp that delivers 800 mW/cm² (such as the LED lamps commonly used in

the office for restoration work) for activation of the formula. As it is photochromatic, the BlancOne gel changes from orange to white when activated to show the operator exactly when the whitening process is completed.

Dental professionals and patients will find a number of audiovisual presentations providing detailed information about the advantages of this innovative whitening treatment at the BlancOne website. The product will also be on display at IDS 2011 in hall 11.3 at booth B072. ◀

INTERNATIONAL DENTAL SUPPLY
www.blancone.it
Hall 11.3 Booth B072

Narrow-Body Implants line presented by Dentatus

With a comprehensive line of Narrow-Body Implants, Dentatus AB from Sweden aims to advance the field of implantology at IDS. According to the company, they are ideal for patients who have limited interdental spaces, insufficient bone level that require otherwise lengthy bone augmentation procedures, or financial constraints.

The recommended surgical techniques allow minimally invasive flapless placement and immediate loading. This minimizes most post-operative challenges and dramatically reduces the total time in treatment.

These implants can solve the time and money problems for most patients who otherwise will not proceed with the treatment, the company says. In addition to excellent patient satisfaction, clinical and histological studies of the Dentatus Anew and Atlas Implant Systems have reported excellent bone adaptation and high survival levels—creating greater healthcare treatment opportunities for dentistry.

Atlas Denture Comfort Implants were designed for the stabilisation, cushioning and passive



retention of partials and complete dentures. With the TUF-LINK silicone relines, dentures are retained without housings, o-rings or adhesives.

A new narrow body implants are designed to fit in cases where there is limiting space, converging roots or narrow ridges. The system utilises the only screw-retained narrow body implant system for strong, definitive retention. Patients receive a fixed restoration at time of placement which is easily adapted to a final crown after the osseointegration period.

Implants for both systems are available in 1.8, 2.2 and 2.4 mm diameters with thread lengths of 7, 10 and 14 mm. The systems are CE marked and FDA approved for long-term use and for any length of time as decided by the healthcare provider.

Dentatus arranges hands-on courses for the Atlas and Anew Implant Systems in different countries during the year. More information about these courses and how to sign up are available at the company's website or at their booth in hall 10.1 at IDS. ◀

DENTATUS, SWEDEN
www.dentatus.se
Hall 10.1 Booth K050

New tools for dental implant surgery from Kohler Medizintechnik

The new sinus retractor from Kohler, a German company, was designed asymmetrically, consequently there is the R-version for right and the L-version for left. It is also suitable for retraction in the anterior region, therefore, only these two instruments are necessary for the complete upper jaw.

During lateral sinus window preparation, this new instrument secures the mucoperiosteal flap by holding it through "shark teeth". Therefore, pressing the retractor firmly against the jaw bone is no longer necessary. This also benefits the lifting the sinus membrane and bone augmentation with or without simultaneous implant placement, the company says. In addition, the shape of the instrument end prevents the instrument from sliding into the sinus window. Only moderate retraction force is required from the assistant due to an anatomical shaped handle.



The sinus retractor has "shark teeth" that secure the mucoperiosteal flap.



Kohler's new lip and cheek retractors can be equally used for the upper and lower jaw.

At IDS, Kohler will also showcase newly designed cheek retractors, consisting of two side and one front retractor. They can be equally used for the upper and lower jaw. Similar to the the com-

pany's sinus contractors, a handle allows safe grip and ensures the assistant needs only moderate retraction force.



Paralleling guide.

Kohler's paralleling guide is used for aligning 2 or 4 interforaminal implants in the edentulous mandible to the median plane. A hole is drilled in the middle of the mandible using a pilot drill, which is easily aligned to the median plane. The distance to the middle can be accurately transferred to the opposite side by swiveling the fitted paralleling guide. ◀

KOHLER MEDIZINTECHNIK, GERMANY
www.kohler-medizintechnik.de
Hall 10.2 Booth L029

AD

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HALL 10.2
BOOTH T20 U29

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 **Pentron
Clinical**
Sybron Dental Specialties

Pentron to advance restorative dentistry with new products



■ Pentron Clinical, an established leader in the dental consumables industry, is offering a variety of new products for dental restorations at IDS. As an addition to Pentron Clinical's award winning line of Build-It Core Materials, the Build-It Light Cure was specifically designed for clinicians that favor the on-command cure afforded by light cure only core materials. According to the company, the light cure only formulation produces outstanding physical properties and is compatible with 4th through 7th generation bonding agents ensuring

compatibility with almost every bonding agent.

The company will also showcase Bond-1 SF Solvent Free SE Adhesive, a unique, solvent free, self-etch, light-cure, one-coat, bonding agent, to be used for direct composite bonding. With this product, the company says to have removed the solvent while preserving the high bond strengths associated with conventional bonding agents. Adrienne Collins, the Pentron Clinical Technologies Product Manager states: "We didn't feel the immediate need to assign a generation to this new bonding agent, as we feel this product is in a league of its own and makes the practice of referring to bonding agents with generations obsolete."



effectively fusing together self-adhesive and restorative technology, clinicians will be able to restore teeth faster than ever saving both time and money.

Fusio Liquid Dentin, the first flowable composite from Pentron Clinical to bond to both dentin and enamel without a bonding agent, is now indicated for restoring Class V carious lesions. Formulated with 4-MET technology and a new proprietary BPA-free resin, Fusio Liquid Dentin etches, primes, bonds, and restores using only one product, according to the company. By

Mojo Veneer Cement, a light cure, aesthetic cementation system designed for use with porcelain, ceramic and composite veneer restorations, is the latest in adhesive technology from Pentron Clinical. It has no detectable shade shift and offers try-in gels that consistently match the polymerized cement, the company says.

Virtually colourless, the eugenol-free, resin-based TempSpan Transparent Temporary Cement safely secures provisional crowns and bridges without influencing the overlying colour. This dual-curing cement provides the ultimate in flexibility enabling the clinician to light cure for an instant set in addition to providing



the option of waiting 5½ minutes for a chemical cure. Formulated with optimized adhesive properties, TempSpan Transparent Temporary Cement secures provisionals in place but can be easily removed without damaging the preparation or restoration. Auto-mix syringe delivery provides hassle-free, precise placement directly into the restoration with minimal waste. ◀

PENTRON CLINICAL, USA
www.pentron.com
Hall 4.1 Booth B060-C061

Dental X from Italy— The sterilization company



■ According to EN 13060, every dentist using hollow surgical instruments is required to have Class B autoclaves. Class B autoclaves from Dental X, an Italian manufacturer of dental devices, are said to provide greater durability and less need for maintenance.

The revolutionary Adaptive Heating Technology allows for safer sterilization without damaging or tearing the instruments. It also offers a 20 per cent higher loading capacity for the same volume which is supposed to reduce running costs and consumption of resources like water without restricting performance.

The devices have auto-diagnosis functionality. They also conform

fully with EN1717 and have Class IIB certification to guarantee maximum safety standards. ISO 9001 and ISO 13485 certification have been awarded by the well known SGS authority.

Dental X provides online support for quicker service and less costs. Besides a wide range of autoclaves, the company produces heat sealing devices. Located near Vicenza in the heart of Northern Italy, the company recently opened a new subsidiary with show and seminar rooms in Milan. ◀

DENTAL X, ITALY
www.dentalx.it
Hall 10.1 Booth G058-H059

SHERA offers new products for dental technicians, holds sweepstakes at IDS

■ Dental technicians have a plenty to look forward when coming to IDS 2011. With the new product line SHERA eco-mill 40, 50 and 80, the German specialist for dental laboratory products SHERA is presenting new CNC milling machines that are supposed to be very economical. According to the company, these small devices are easy to operate and work much more precise due to SHERA-digital, a new software developed especially for the needs of dentistry. SHERA-digital is part of an open system and requires no license or other fees for the digital milling machines.

In addition, the company is introducing ACETAL acrylic for the digital milling of long-term restorations which is good news for patients with allergies. Up to now, CAD/CAM in dentistry has been restricted to zirconium oxide, PMMA acrylic, wax, non-precious alloys or composites.



◀ The new SHERAeco-mill 40, 50 and 80 CNC milling machines are said to operate easy and economical.



◀ ACETAL can benefit patients allergic to other restorative materials.

SHERA says to dispose the exclusive distribution rights for the new ACETAL blanks.

Visitors who come by the company's booth in hall 10.2 will be able to buy a wide range of merchandise around the class IV stone SHERAHARD-ROCK

cult brand including shirts, caps and cups, the company says. Delicious wines from well-known wine-makers will also be on sale. Sweepstake competitions in the course of SHERA's IDS campaign "Plug and Play" will lure with attractive prizes like a HD-ready plasma TV screen, a walk-on TV role or tickets to a TV show, as well as a movie night for the whole laboratory team, amongst others. ◀

SHERA WERKSTOFF-TECHNOLOGIE, GERMANY
www.shera.de
Hall 10.2 Booth O060-P061

AD

ENDOAce®, the ideal all-in-one Endo Motor

- ENDOAce® is an endo motor with torque and speed control and integrated apex locator. It is compatible with all NiTi systems currently available on the market. The ideal all-in-one!
- Automatic system reversing the direction of rotation to free the instrument.
- Reliable and effective automatic electronic disengaging system.
- Starting, slowing and changes of direction are gradual to avoid jarring and vibration.

- A separate Apex locator is no longer needed.
- Very accurate measurement of the apical position of the file in real time on the screen with an audible warning.
- Apical precision when dry or wet in the presence of electrolytes.
- Micro-head providing excellent visibility of the operating field.
- Innovation! The instrument starts automatically when entering the canal.



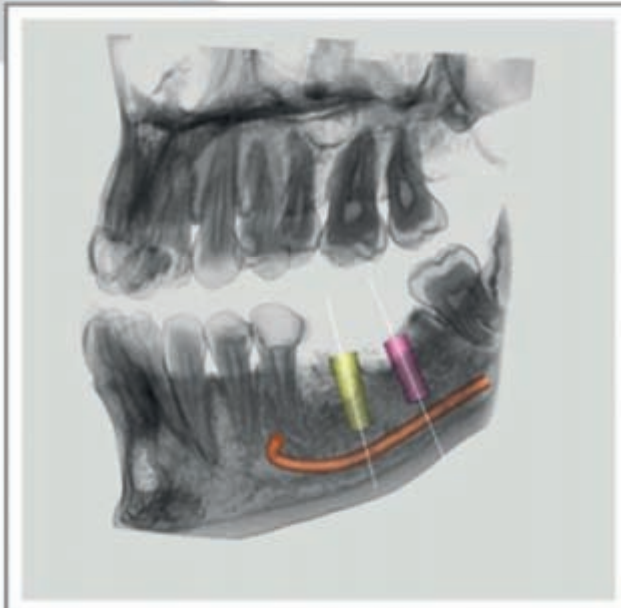
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HALL 10.2
BOOTH T20 U29

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"When we began looking at cone beam systems, medical CT scans were our gold standard. After several months of evaluating various systems, the PreXion 3D CBCT was the only one that provided us with the same high quality images as a medical CT, with much less radiation. That truly was the deciding factor in our purchase decision."

Edward S. Katz, DDS
Periodontist, Providence, Rhode Island



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PreXion3D

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SHOFU equips Minimally Invasive Cosmetic Dentistry (MiCD) concept



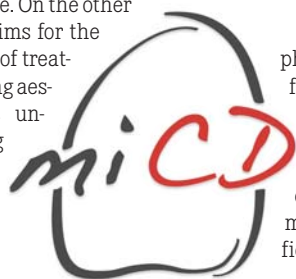
■ The minimally invasive cosmetic dentistry is a new dynamic movement in modern dentistry which has a patient and defect oriented approach and, therefore, clearly challenges a development that is too technology driven and quickly prone to over-treatment. In Europe particularly, it is understood as a concept that is committed to the prevention and—if still

necessary—the early, strictly defect oriented restoration of carries defects under maximum preservation of healthy tooth substance. On the other hand, it also aims for the subordination of treatments removing aesthetic deficits under the guiding idea of the minimally invasive methodology.

A consistent implementation of the MiCD concept is based on comprehensive preventative measures, a sufficiently sensitive carries (risk) diagnostic, special instruments

for hard tooth substance treatment, magnification aids and not least a suitable range of adhesive restoration materials.

Besides efficient prophylactic pastes for professional teeth cleaning, SHOFU offers a complete line of products adjusted to the MiCD concept for the minimally invasive restorative field. With the rotary diamond instruments for minimally invasive preparation a defect-oriented access can be opened to even the smallest lesions. With the low viscous and extremely thin bonding layer forming



Minimally Invasive Cosmetic Dentistry

can be opened to even the smallest lesions. With the low viscous and extremely thin bonding layer forming



all-in-one adhesive BeautiBond a bond to enamel and dentine is effortlessly achieved for direct restorations, in particular the MiCD typical narrow or flat cavities.

Additionally, the composite system Beautifil with its extensive and

matched flow range meets the demands of each indication, the company says. ◀

SHOFU
DENTAL GMBH, GERMANY
www.shofu.de
Hall 4.1 Booth A040-B049

Dental implantology made easier by GEASS



Previously, dental clinicians dealing with implants had to use several systems with different connections to solve complex clinical cases. Therefore, management of protocols, staff and resources was extremely complex. Italian manufacturer GEASS has announced to revolutionise implant dentistry with the introduction of their new advanced way implant system at IDS.

According to the company, the system is based on one single implant body and surgical protocol, yet offers three different connections named after famous Italian cities. While way Milano has an internal conical connection, hexagonal base and reduced prosthetic platform to ensure the long-term well-being of the tissue, way Roma makes it possible to operate in one single surgical step due to a transmucous conical connection with an octagonal base. Additionally, way Venezia offers an external connection that make it useful in cases where flexibility in the restorative management is a must.



Among the way system's many benefits is Synthegra, an own-developed biomimetic clean implant surface with pre-established geometry for improved osseointegration. The laser treatment is distributed uniform on a micrometric level over the whole of the implant to prevent the transportation of contaminants.

According to the company, way makes it possible to facilitate the learning curve, minimise the tools used in implant surgery and meet numerous restorative needs while providing greater security for the clinician. It also guarantees the utmost in surgical ergonomics, well-being and aesthetics, they added.

Based in Pozzuolo del Friuli near the Italian-Slovenian border, GEASS has been developing solution and instruments for dental implantology for over 25 years. ◀

GEASS, ITALY
www.geass.it
Hall 03.1 Booth J059

Simbios Group consolidates Italian quality at International Dental Show

■ For more than 20 years, Simbios has never missed the most important international dental exhibitions. At IDS, the Export Promotion Group Consortium from Italy will present the complete range of products and latest innovation from their member companies and give visitors the opportunity to learn about the latest developments in dental technology and equipment.

Founded in 1989, Simbios aims to promoting its member companies' products abroad and supporting with international market contacts by offering foreign buyers a wide range of dental products and applications. Nowadays, the company is seen by foreign dealers as a single partner offering a wide range of dental products



• Tekne Dental



• Edarredo

and applications including implant systems, ceiling lamps, dental study devices, furniture for dental surgeries and laboratories, dental units, compressors, aesthetic treatment, dental alloys, dental attachments, high-speed turbines, micromotors, coupling systems, hoses and curing lamps.

It is incorporating a number of dental specialist companies such as B&B Dental, Edarredo, Euro C.A.D., Gidiemmesmile, Nuova Franco Suisse Italia, OMEC, Rhein'83 and Tekne Dental.

According to Simbios, their member companies are distinguished by the same work philosophy to high quality standard products and customized technical solutions. Over the years the collective Simbios strategy and the innovative spirit of its members have proven to be successful and the group has gained a leading position not only in the domestic and

European markets but also internationally, e.g. in the US, Russia, Middle East and Asia, they say. ◀



• B&B

SIMBIOS, ITALY
www.simbiosgroup.com
Hall 11.2 Booth Q030-038, R033-039



AD



REVO-S™: Endo Revolution

- Intended for Endodontic treatment, Revo-S™ is a unique and innovative high performance sequence with only 3 NiTi instruments (SC1, SC2 and SU).
- Its asymmetrical section initiates a snake-like movement of the instrument inside the canal.
- Less stress on the instrument: less risk of separation.
- Optimal upward removal of dentine debris: excellent cleaning.



REVO-S™ OBTURATION

- **Revo-S™ Paper Points** with adapted taper for easy and efficient drying after root canal preparation with the Revo-S™ files.
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- **NiTi Revo Spreaders** with excellent gutta percha plugging ability for lateral condensation obturation technique after use of the Revo-S™ files.
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HALL 10.2
BOOTH T20 U29

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W&H presents the best in dental LED technology at IDS

■ One hundred and twenty years old but young at heart—this is how the Austrian dental manufacturer W&H is presenting itself at its anniversary. In 2007, the family-run company was the first worldwide to integrate sterilisable light-emitting diodes (LEDs) in rotating dental instruments.

Introduced last year, LED maximum technology (LED+) is featuring optimal colour temperature and constant light quality, the highest lumen rating as well as the ability for complete sterilisation. It also comes with the highest colour rendering index on the market (over 90) which the company says creates a relaxing working

environment due to high-contrast natural colour rendering.

The colour rendering index (CRI) is an important aspect of artificial illumination methods, since a higher CRI value contributes significantly to well-being through improved visual perception. Perfect colour rendering occurs at an index of 100. Conventional LEDs only attain a CRI of between 60 and 80. Also, the red component of these LEDs is too low—a considerable drawback for many medical applications. A CRI of more than 90 produces a high-contrast, natural rendering of red tones in the mouth.

LED technology is available in W&H's new Synea turbines, Alegra contra-angle handpieces, and the company's surgical straight and contra-angle handpieces.

As the longest-standing manufacturer of dental handpieces and turbines in the world, W&H is renowned for the outstanding quality of its products and social awareness. By supporting SOS Children's Villages, W&H has been aiding an independent international social development



mann Gmeiner in Innsbruck, Austria, in 1949.

The company will be supporting the SOS-initiated family strengthening programme in Kakiri, Uganda, as well as many small-scale more national causes during its anniversary year. Finances for the programme are guaranteed for over two years, the company says. ◀◀

W&H, AUSTRIA
www.wh.com
Hall 10.1 Booth C010-D011

Sorbet complete oral health line for professional hygienists

■ With the new Sorbet oral health line, the US company Keystone Industries introduces a fresh new range of materials to professional dental hygienist at IDS. Amongst others, the product family contains fluoride gels, prophylaxis pastes and topical anesthetics in the fresh flavours of different European deserts.

According to the company, the smooth and creamy



Sorbet fluoride gel is currently the best tasting 60 second Acidulated Phosphate Fluoride Gel on the market. It has no bitter aftertaste and comes in many classical flavours (Mint, Cherry, Strawberry) as well as new exotic ones such as Cotton Candy, Mango Smoothie or Marshmallow. With approximately 160 single-arch applications per bottle the gel is also very economical, the company says.

Sorbet fluoride from Keystone contains 1.23% Fluoride Ion and no gluten, therefore, it is suitable for patients with allergies. Due to its thixotropic formula that makes the gel viscous, it will not run during treatment to prevent patient from gagging.

The gel is also available without dye.

Keystone's Dental Resources is a division of Keystone Industries,

a US-based manufacturer of dental products. Besides dental hygiene products, the company also manufactures and distributes a wide range of products for dental practices and laboratories such as dental abrasives, lab sundries or curing equipment. ◀◀

KEYSTONE INDUSTRIES, USA
www.Keystoneind.com
Hall 10.2 Booth T033

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STOP BY Thursday, Friday, and Saturday to **learn a variety of hands on techniques** by Drs. Landenberger, Menges, and Roetzer



Innovative Design. Reliable Performance

Danville Materials launches PrepStart H₂O

■ Danville's new PrepStart H₂O Air Abrasion System sprays a conical mist of water around the air-abrasive stream to capture the dust. It is available for all existing PrepStarts and can easily be retrofitted to a classic PrepStart system in about 30 minutes, the company says.



With PrepStart H₂O, the air pressure, abrasive and water flow can be easily adjusted for ideal clinical use. A water selector switch allows use with or without the water spray. Either 27 μ or 50 μ aluminum oxide can be used. Water is easily added to the removable tank.

Placing the filled tank in a microwave for up to 60 seconds will bring the water to 46 °C, a temperature which has been reported to enhance patient comfort. According to the company, cutting performance is not reduced by the water. A foot pedal provides instantaneous on/off control.

Tip sizes are available in .48 mm and .38 mm (.019" & .015"). Nozzles are easily interchangeable and both hand-

piece and nozzle are steam autoclavable. As the PrepStart is powered by a simple air connection, the device contains no electronics nor requires any electrical connections. The unit operates at 4 to 8 bars (60 to 120 psi).

PrepStart H₂O comes complete with one handpiece, .48 mm nozzle, air lines and 27 μ aluminum oxide. Instructions provide details on use and clinical suggestions.



Air abrasion, which does not microfracture enamel, is one of the most conservative treatments. The method allows prepping into dentin with little discomfort, so that anesthesia is rarely needed. It is also silent and eliminates the whine and vibration of the drill. According to the company, dentists can treat multiple quadrants in one appointment and with one diagnosis as there is no need to wait for anesthesia to take effect. ◀◀

DANVILLE MATERIALS, USA
www.danvillematerials.com
Hall 10.2 Booth T048

AD

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Neoss Implant System

■ The implant system from Neoss comprises implants and abutments for all treatment protocols. It features a geometry that combines both thread cutting and thread forming features (TCF) as well as a bimodal surface that is ultra-clean and highly wettable—a precondition to successful osseointegration. According to the company, there is only one screwdriver connection for all components and only one platform for all implant diameters.

Neoss Abutments serve the production of individual gold and titan abutments as well as scaffoldings with by machine made precision fit for cement and screw retention. These are available for single crowns and telescopic crowns or bridges.

The implants are available in 5 diameters and in lengths of 7 to 17 mm and suitable for all osseous qualities, the company says.

Neoss is a developer of dental implant solutions founded by doctors Neil Meredith and Fredrik Engman in the year 2000. The company claims to have created one of the most rationalised and flexible implant system on the market. Based in the UK, the company has subsidiaries in Australia, Austria, Germany, Italy, Sweden, New Zealand and the United States. They are firmly committed to education, research and learning. ◀◀

NEOSS GMBH, GERMANY
www.neoss.com
Hall 4.2 Booth K090



Germany's finest in art and music

Literary festival and concerts invite to a week of cultural extravaganza during IDS Cologne

■ In late March, Cologne is offering its visitors a diverse cultural programme. The fact that city is one of the world's top travel destinations when it comes to art is well known. Some of the city's major attractions are actually the museums. The Museum Ludwig, famous for its outstanding Picasso and Pop-Art presentation, is showcasing special exhibitions from young artists Lucy McKenzie (Scotland) and Joel Shapiro (USA). Furthermore, the Wallraf-Richartz-Museum is hosting a temporary exhibition with works of Alexandre Cabane, one of the most important French artists of the 19th century.

The Roman Germanic Museum (Römisch-Germanisches Museum), is presenting the exhibition "Magic in Amber". There, rich necklaces will be presented alongside magnificent diadems, precious belts or enchantingly carved lucky charms, created by jewellery artists as early as the 8th century B.C. Besides, the museum provides an fascinating insight into Cologne's Roman history through select finds in its permanent exhibition.



(DTI/Photo Andrii Muzyk)

The newly built Cologne museum inside the Cologne Kulturquartier (cultural quarter) is also worth a visit. It opened in October last year. Also located inside the new museum complex, the Museum Schnütgen, has become one of the most significant museums housing medieval art in Europe.

Europe's largest literary festival lit.COLOGNE, will also be held during IDS. The festival is an established event in the Cologne literature scene and usually invites to over 100 readings, discussions and narrations presented by well-known national and international authors. Elke Heidenreich, a famous German book critic and journalist, will be hosting the Great Gala on Saturday, 26 March, 2011, in the Cologne Philharmonie.

Music lovers can definitely look forward to a broad and exciting programme. At the Cologne Philharmonie (Cologne Philharmony) the Gürzenich Orchester Cologne will be performing Mozart and Tchaikovsky on 22 March. A day after soloists from the Mahler Chamber Orchestra will be presenting a musical potpourri featuring among others works by Chopin and Hector Berlioz. Finally, on Friday, 25 March, 2011, the WDR Big Band will take to the stage.

As far as opera and theatre are concerned, the artistic collaboration between Bertolt Brecht and Kurt Weill will be on the agenda. While the theatre aspect is presented through the Three Penny Opera (Dreigroschenoper), the opera side will feature "Auf-

stieg und Fall der Stadt Mahagonny" (Rise and Fall of the City of Mahogany).

Due to the restoration and redevelopment of the opera district, visitors can also experience operas in a rather unusual setting. For example, the "The Turn of the Screw" opera from James Britten will be performed on 24 and 26 March in the Trinitatis-

kirche (Trinity Church) in English with German subtitles. As a highlight, British pop star Chris de Burgh & Band will be presenting the Moonfleet Tour 2011 on 26 March in the LANXESS Arena near the exhibition centre. ◀◀

(Source Koelnmesse/Edited by Daniel Zimmermann, today international)



(DTI/Photo Image Focus)

AD

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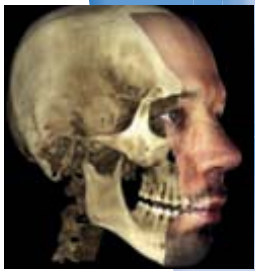
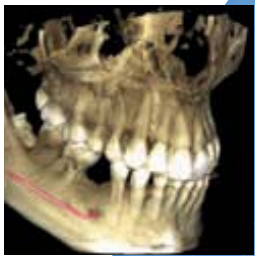
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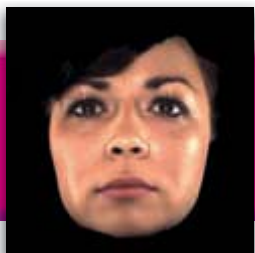
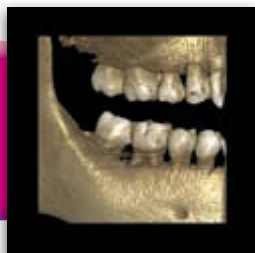
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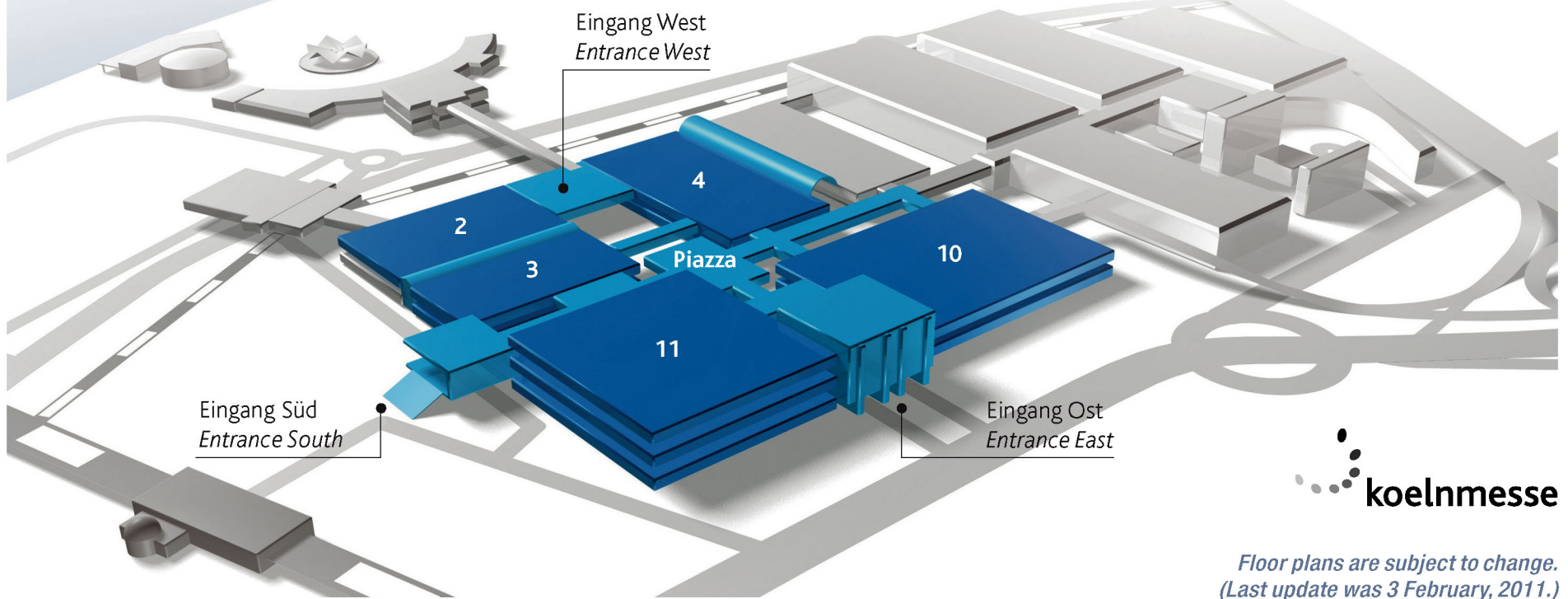
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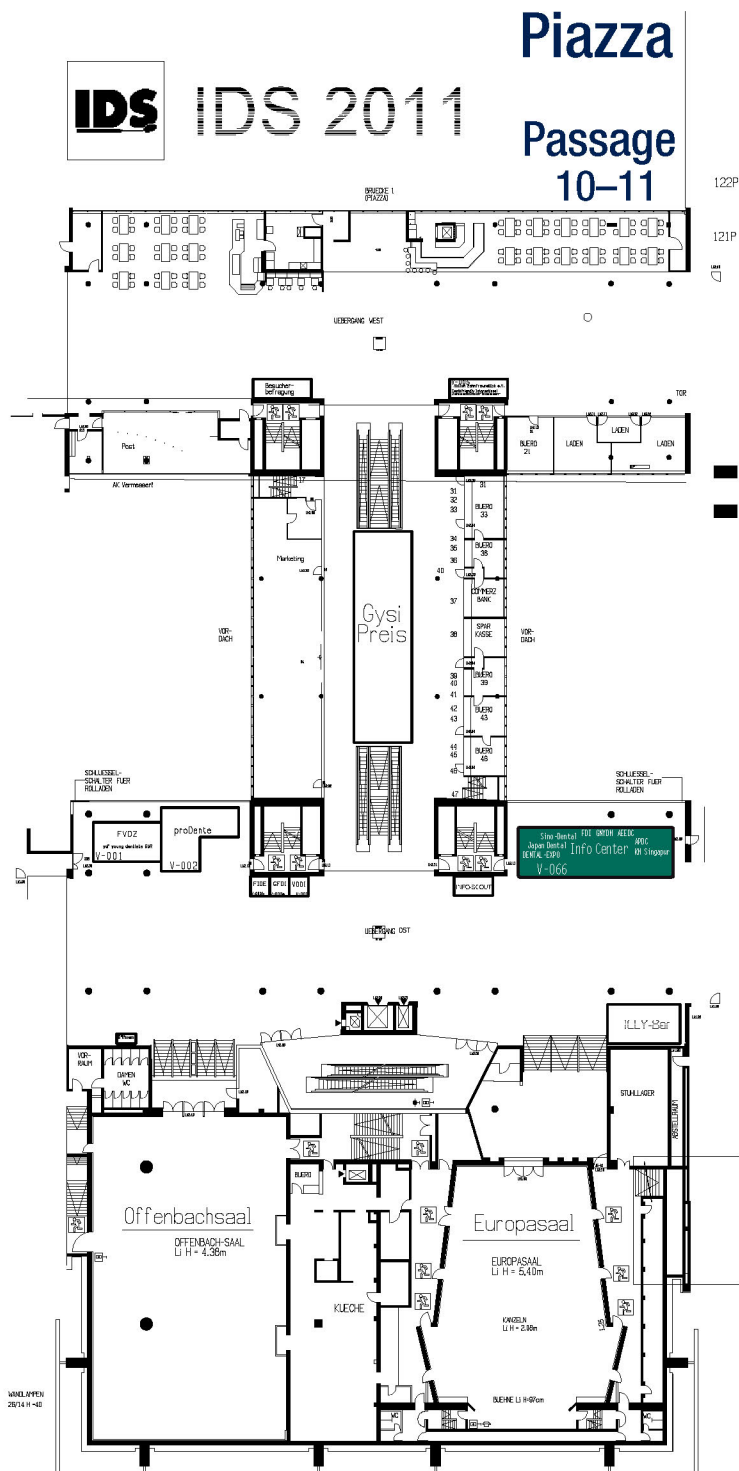
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FLOOR PLAN



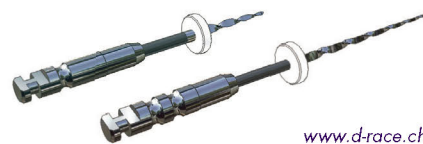
Floor plans are subject to change.
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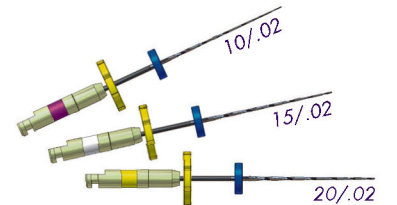
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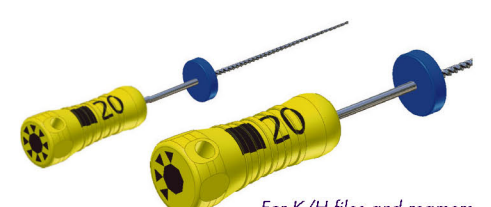
Glide path files



www.fkg.ch

SMG handle

Indicator of uses



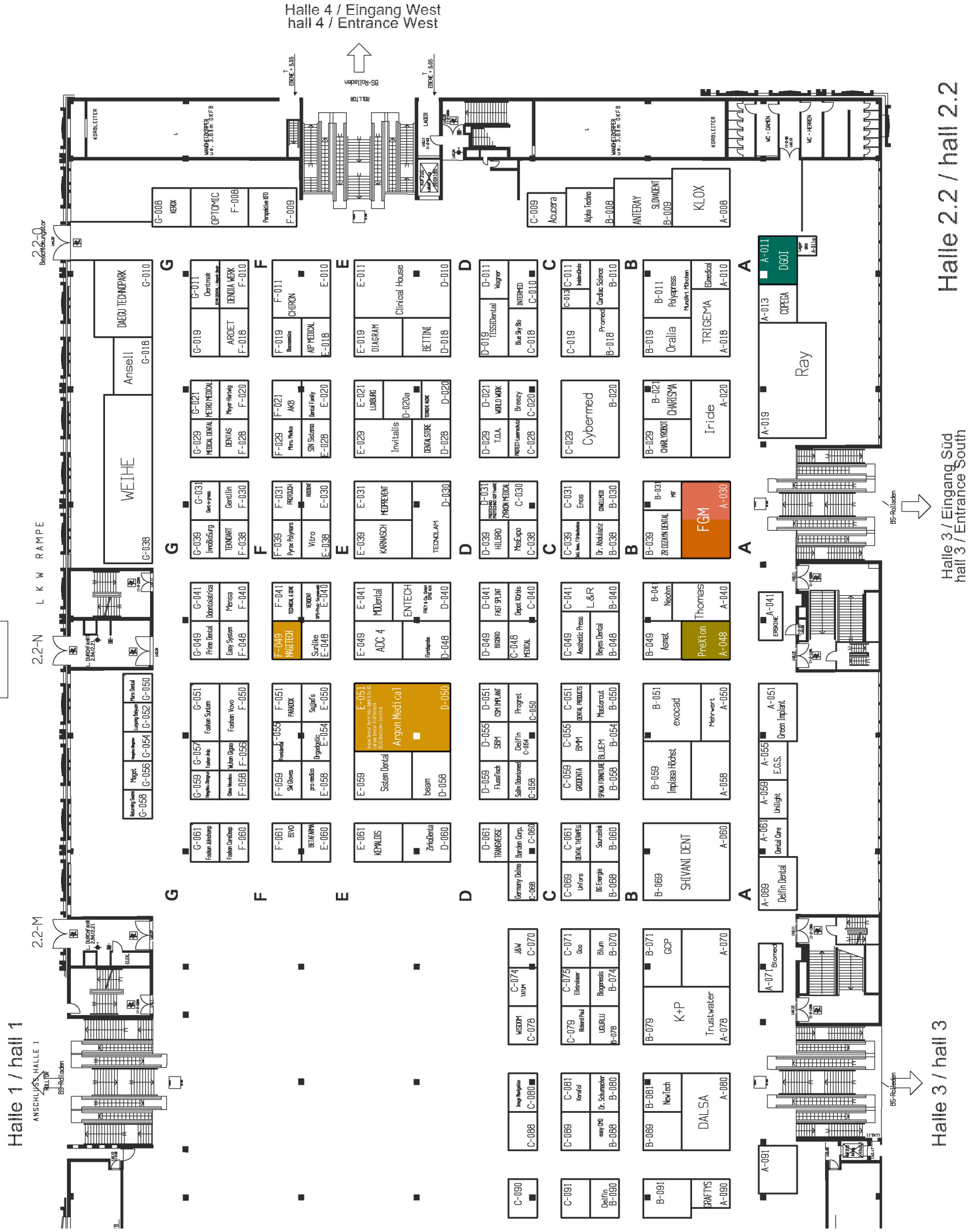
For K/H files and reamers



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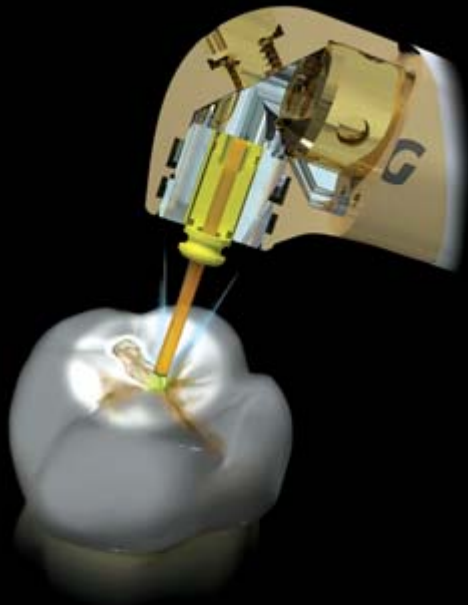


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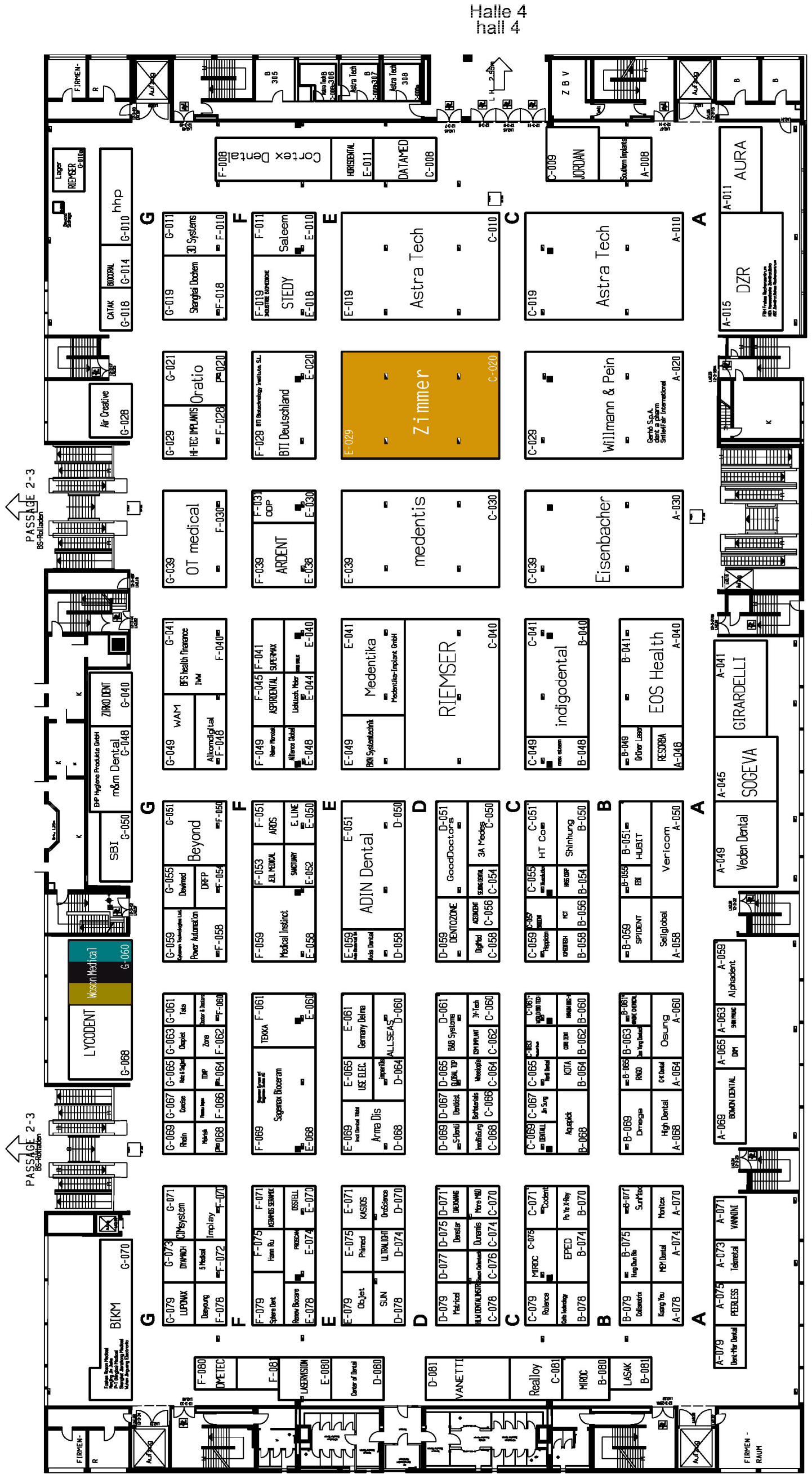


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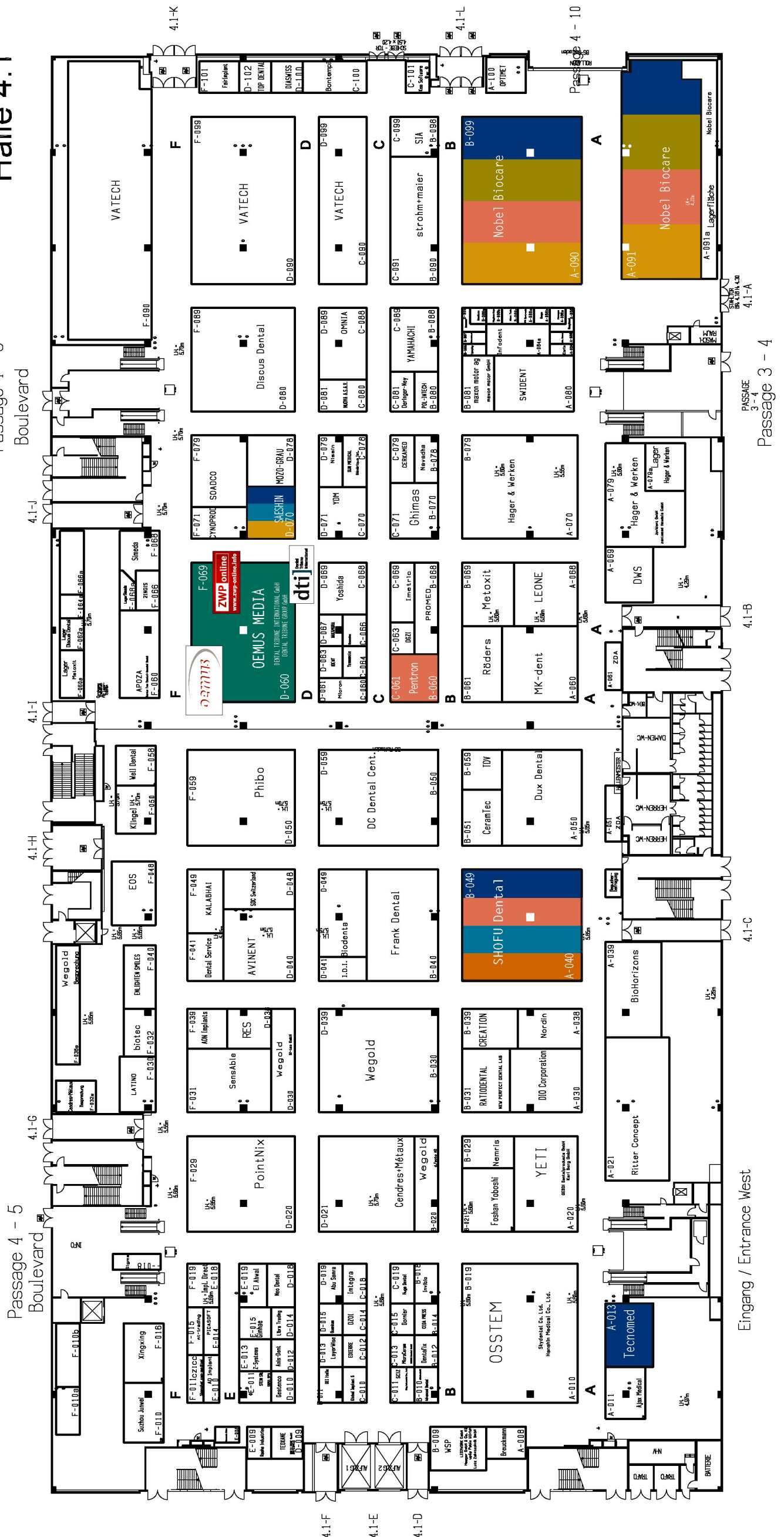
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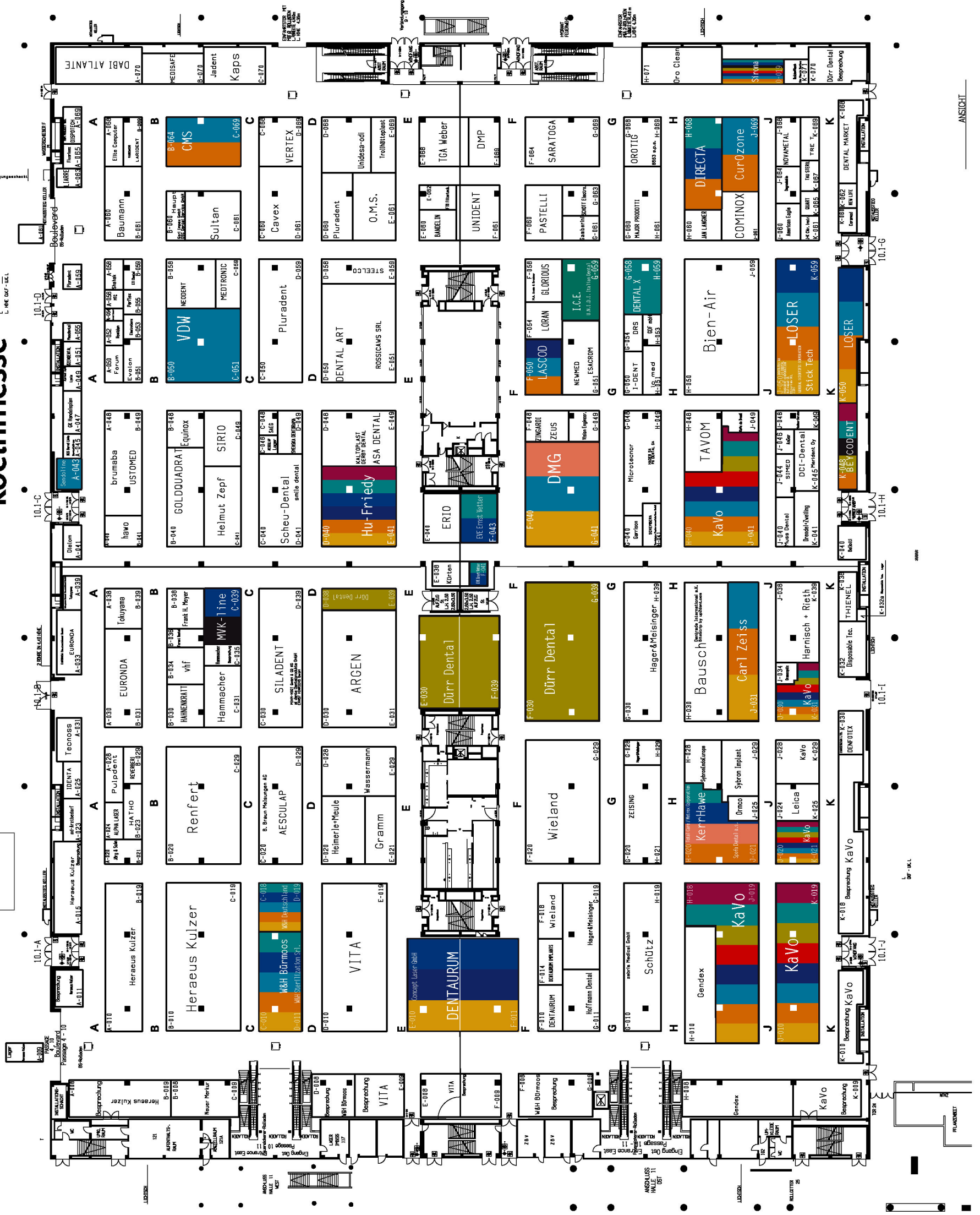
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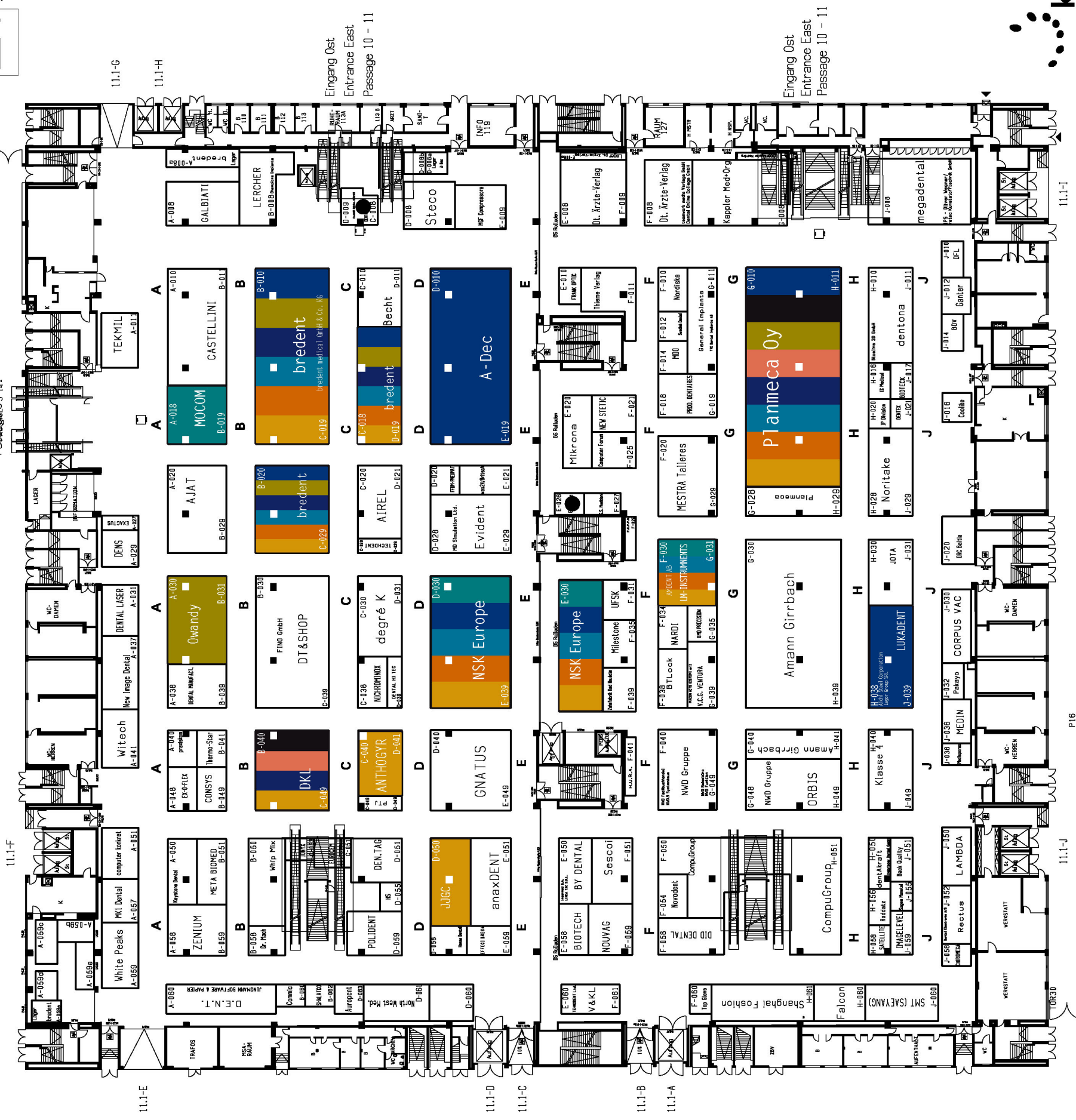
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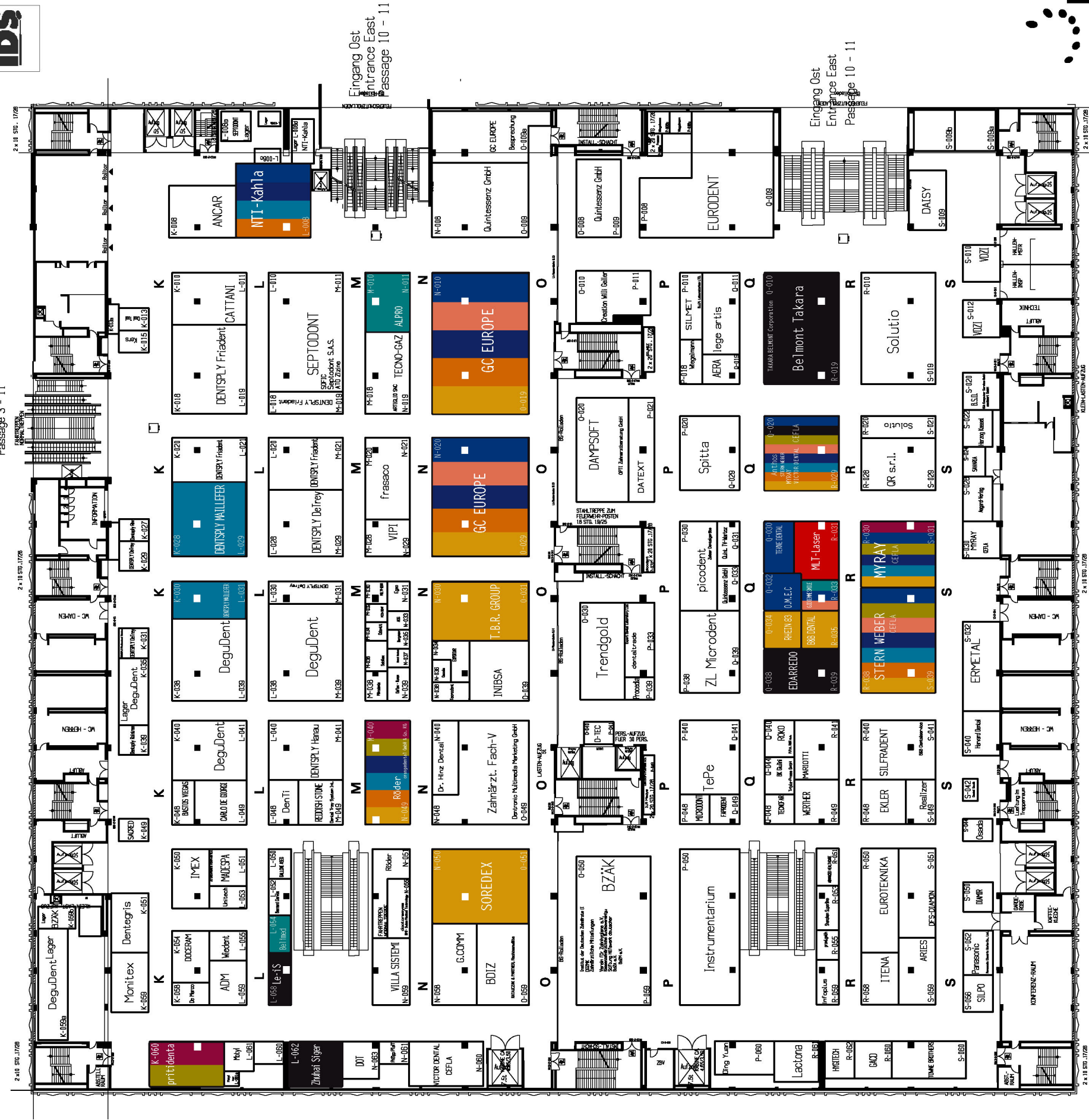


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IDS Cologne—22–26 March, 2011



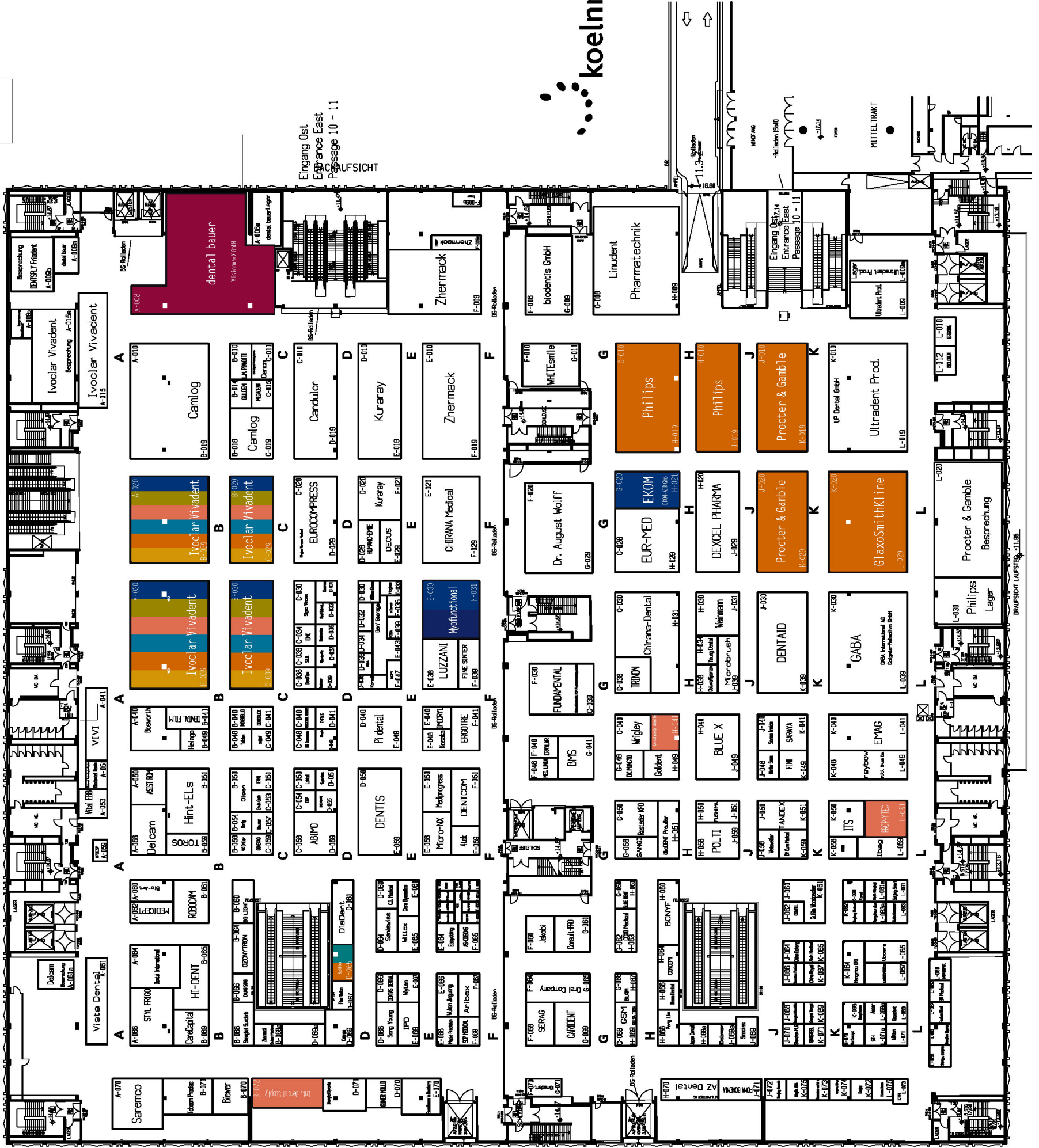
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General Information—International Dental Show 2011

Date

22–26 March 2011

Opening hours

Daily from 9 am to 6 pm

Admission

Advance sale (ends 21 March 2010)	
Adults:	€13
Reduced (Students/Children):	€7,50
Two-day ticket:	€17
Season ticket:	€21

Regular sale (onsite)

Adults:	€15
Reduced (Students/Children):	€8,50
Two-day ticket:	€19,50
Season ticket:	€25

Organisers

- Gesellschaft zur Förderung der Dental-Industrie mbH
- The Commercial Enterprise of the Association of German Dental Manufacturers (VDDI) e.V.

Realisation

Koelnmesse GmbH
Sector Health, Lifestyle and Facilities
Messeplatz 1, 50679 Köln, Germany
Tel.: +49 221 821-0
Fax: +49 221 821-3271
Web: www.koelnmesse.de

Support services for physically disabled persons

All areas of the exhibition centre are accessible for wheel chair users and disabled toilets facilities are located in every exhibition hall. If needed, wheel chairs can also be rented onsite from the Security Offices North and East. Requests will be answered at every information desk in the exhibition centre.

Visa

All Non-EU foreigners require a visa for stays in Germany. However, a visa is not required for semi-annual visits of up to three months for nationals of those countries for which the

European Community has abolished the visa requirement. A complete list of these countries can be found on the Federal Foreign Office website at www.auswaertiges-amt.de/EN.

German missions usually require between two and ten working days to decide on an application for a short stay visa. Applicants should consult the website of the respective mission prior to their departure to find out about the visa procedure and about the documentation which has to be submitted.

Flight service

The largest German airline is cooperating with IDS 2011 and offers discounted travel for international attendees. To make use of the offer, visitors are advised to use the code DEAPD for their flight reservation.

Directions

The exhibition centre in Cologne Deutz can be reached from the Airport through the suburban railway line S13 and other local train services. High-speed ICE trains also connect the airports in Düsseldorf, Frankfurt/Main, Amsterdam, and Brussels directly with Koelnmesse. Tickets can be booked in advance on the website of the German Railway at www.bahn.de/i/view/GBR/en.

Leaving from main station, the exhibition can be reached by foot over the "Hohenzollern" bridge right next to the Cathedral or by ferry. Suburban railway lines S6, S11, S12 and S13 regularly leave the Main Station towards Cologne "Messe/Deutz".

Taxis

Cologne's taxi drivers are obliged to apply the legally binding basic tariff of minimum €2,20 plus extra charges for each additional kilometre. These charges are subject the distance, day or night time, labour day,



(DTI/Photo Koelnmesse, Germany)

Sunday or public holiday tariffs as well as waiting times. Drivers are not obliged to wait for more than 15 minutes. For distances exceeding 65 or 69 kilometres visitors are advised to negotiate a flatrate with the driver. A tip is expected by most drivers.

Köln WelcomeCard

The Köln WelcomeCard allows for free public transport inside and outside Cologne. It also provides additional offers and bonuses for attractions such as the Phantasialand fun park in Brühl, SEA Life underwater world in Königswinter or the Roman glass factory in Linz/Rhein. Visitors can purchase the card at all tourist offices and in hotels. Prices range from €9 to €22 (24 hours) depending on the requested public transportation area.

Money

Since the beginning of 2002, the Euro has been Germany's official currency. They come in seven notes (five, 10, 20, 50, 100, 200 and 500 euros) and eight coins (one- and two-euro coins and one-, two-, five-, 10-, 20- and 50-cent coins).

Visitors can exchange their home currency money at many banks and post offices as well as foreign-exchange offices which are primarily located in airports, train stations and most city centres. American Express and Thomas Cook/Travellex offices can also be used.

Exchange rates are rather decent and rarely fluctuate. For the latest rates with all major currencies, however, check with your local bank or online at www.xe.com/ucc or www.oanda.com.

Cell Phones

Most countries including Germany are using the GSM system which is not always compatible to foreign cell phones. Visitors are advised to check with their provider at home to find out if their phone is able to use these frequencies or "bands".

Local SIM cards are available in many locations; the largest providers of telecommunication services are T-Mobile, O2 and E-Plus. However, it may be more convenient getting this card prior to arrival.

Taxes & refunds

Prices for all goods and services include a VAT called Mehrwertsteuer, which is currently 19 per cent for regular goods and 7 per cent for food and books. In case you permanently reside outside the European Union, you can have a large portion of the VAT refunded, provided you shop at a store displaying tax-free signs and obtain a tax-free form for your purchase from the sales clerk. At the airport, you can show this form, your unused goods and a receipt to a customs official before checking your luggage. The customs official will stamp the form, which you can then take straight to the cash refund office at the airport.

Links

- ▶ www.auswaertiges-amt.de/EN
- ▶ www.germany.travel
- ▶ www.lonelyplanet.com/germany
- ▶ www.howtogermany.com
- ▶ www.gogermany.about.com
- ▶ www.koeln.de/cologne_tourist_information

(Sources Koelnmesse, Köln tourismus/For more information about Cologne please also visit the website www.cologne-tourism.com.)

Legende / Key

Maßgebend ist nur das örtliche Aufmaß
The layout on site supersedes all others

Bei Bodenbelastung ab 5 kN/m² Rückfrage bei der Veranstaltungstechnik koelnmesse unbedingt erforderlich
Floorloaded of more than 5 kN/m² must be approved by the "Veranstaltungstechnik koelnmesse" in advance

■ = Halbsäulen Half pillar	● = Halbsäulen Half pillar	○ = Wasserversorgung Water supply	○ = Wasserversorgung, Bodenplatte Water supply, Floor/Ceiling	○ = Dampfschlange, Bodenplatte Steam, Floor/Ceiling	○ = Isolationsflur Isolation in Corridor	○ = Auslassungslinien Social furniture	○ = Hydrant Hydrant	○ = Schalter Switch	○ = Hausanschluss Fire extinguisher	○ = Notausgang Emergency door	○ = Wasserzähler Light meter outlet	○ = Ansaugöffnung Ventilation intake	○ = Tür Door	○ = Brandlöscheinrichtung Fire extinguishing device	○ = Feuerlöscheinrichtung mit Vorflut Fire extinguishing device with floodgate	○ = Regenrohr Water pipe	○ = Heizkörper Heating element	○ = Durchbruch, Bodenplatte Breaching through, Floor/Ceiling	○ = Elek. Einbauleuchte Electricity	○ = Lüftungsaussparung Ventilation outlet	○ = Telekommunikationsanlage Telephone connection	○ = Telefon Telephone	○ = Drahtlos Computerised air	○ = Rauchabzug, Klima/Öl Smoke extractor, Oil/Oil	○ = Rauchabzug, Gas Smoke extractor, Gas	○ = Antenne Antenna	○ = Sprinklerkopf Sprinkler head	○ = Versorgungskanal Supply channel	○ = Träger für Abhängungen Support for hanging objects	○ = CO-Melder Carbon monoxide warning device	○ = Bodenplatte Floor
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ca. 20 x 20 x 8 cm
ca. 1,40m x 1,20m



Hinweis:

Der Hallenplan gibt den derzeitigen Aufplanungstand wieder. Änderungen, insbesondere in Bezug auf das Umfeld Ihres Messestandes bleiben bis zum Veranstaltungsbeginn vorbehalten.

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Special note:

The hall plan reflects the current planning stage. We reserve the right to make any necessary alterations, particularly regarding the environment around your stand, before the event begins.

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Remarque:

Le plan représente le planning actuel et est établi, en particulier en ce qui concerne l'environnement de votre stand, sous réserve de modifications jusqu'au début de la manifestation.

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Dreve

Dosperevo

www.dosperevo.com

IDS 2011

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IDS 2011

Halle 11.1



Skizze: M1:200

Datum:

Blatt:

No Pre-Registration Fee

2011

87th Annual Session

Greater New York Dental Meeting™

Scientific Meeting:
Friday, November 25 -
Wednesday, November 30



Exhibits:
Sunday, November 27 -
Wednesday, November 30

The Largest Dental Meeting/Exhibition/Congress in the United States