

# VDW Motors produced in Tuscany, Italy

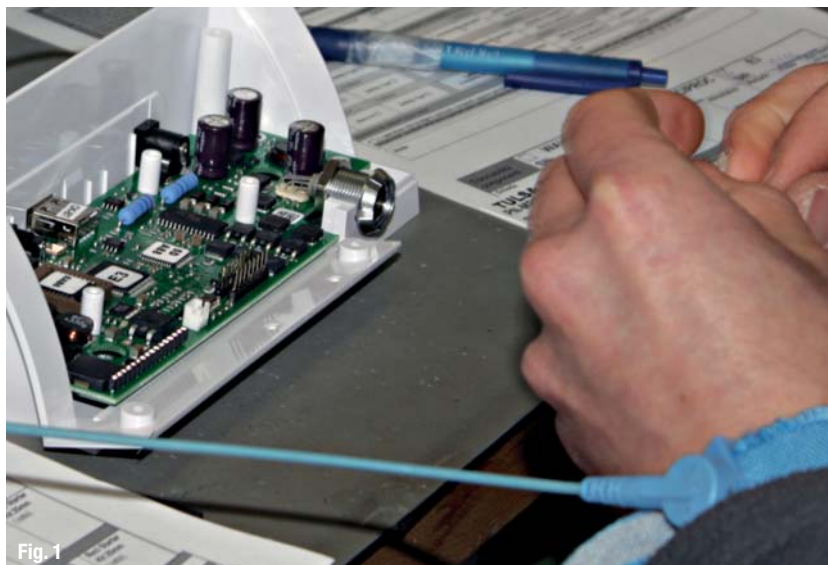


Fig. 1

Fig. 1\_Quality assurance: documentation of any step.

Fig. 2\_VDW.SILVER RECIPROC, VDW.GOLD RECIPROC.

With their product lines VDW.SILVER and VDW.GOLD, VDW—the specialist in endodontics, has set standards in design, function and user-friendliness of endo motors. In addition to controlling rotary NiTi systems the current device series with the name affix RECIPROC also masters the innovative reciproc technique.

The motors are produced by ATR in Pistoia near Florence, Italy. The company name stands for Advanced Technology Research. From the beginning ATR has specialised in micro-motors for dentistry. In 1999 the then young company has developed the first endo motor with torque control: the ATR TECNICA. This first motor, and more so the following model ATR VISION were able to offer the user a wide range of applications, including programming individual drive modes via the system menu. Contributions in internet based forums still demonstrate that particularly the ATR motors have allowed to perform trials with the Ghassan Yared technique (known today as the reciproc technique).

A further pillar of the ATR production is the division for powerful precision motors for implantology, which are well established in several markets.

Since 2006 all VDW endo motors are being produced in Pistoia. From the start, the huge success of these devices faced ATR with enormous challenges. To satisfy the demand of many dentists, ATR's designers were soon able to solve the then problematic integration of an apex locator into the endo motor. They developed a patented in-house product, the (VDW.GOLD). In 2010 VDW acquired 100% of ATR which enabled them to introduce capital and know-how to expand the urgently needed production capacities. At first VDW's high standards of quality assurance were implemented step by step, which allowed VDW to extend the warranty of new ATR devices to 3 years.

The user-friendly reciproc drive with precise control of the rotational angles was successfully developed by ATR. In practice, the user does not need to make any settings and can focus solely on the treatment.

The concurrent increase of the production output represented an enormous step. Compared to 2009, eight times more motors are being produced today, which corresponds to the actual peak requirement. The modern VDW endo motors with their functional design are in high demand worldwide. The current VDW.SILVER RECIPROC motor is being sold in 64 countries. This is a great success story for VDW and ATR.

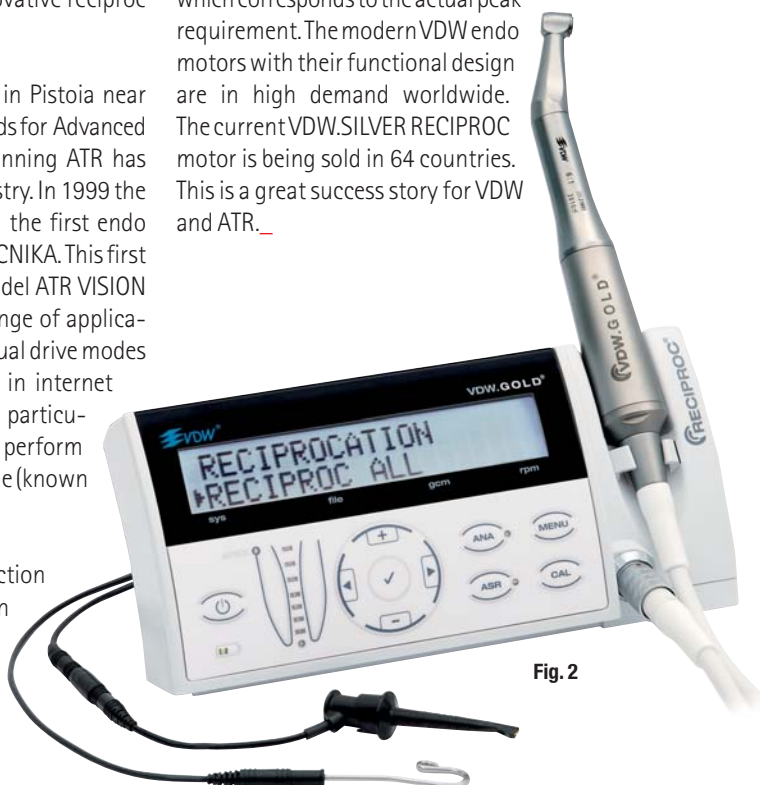


Fig. 2

**\_contact roots**

**VDW GmbH**  
Bayerwaldstr. 15  
81737 Munich  
Germany

info@vdw-dental.com  
www.vdw-dental.com

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