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## Zimmer acquires P-I, launches new implant system

New functional hybrid dental implants to be available in Latin America and other selected markets.

■ In 2012, Zimmer Dental—quietly-acquired Exopro, a company founded by the father of modern dental implantology, Prof. Per-Ingvar (P-I) Brånemark. The strategic acquisition of Exopro adds Brazil to the growing list of Zimmer Dental global subsidiaries and offers new opportunities in the burgeoning Latin American region. According to Dental Tribune Latin America sources, for its P-I brand, Exopro has spent several years researching and developing a unique and cost-effective implant system, which is now ready to be launched and distributed in Latin America and select global markets, leveraging the formidable strength of Zimmer.



\* Harold C. Flynn, Jr.



\* Fabio Giannini.

Brånemark first developed and proved his theory of osseointegration in Sweden in the 1950s. Over 60 years have passed since that remarkable discovery changed dentistry forever, improving the lives of millions of people around the world. Now, according to Fabio Giannini, President of P-I/Exopro, the company is ready to launch its new

P-I product line in Brazil and other select global markets where customers require a cost-effective implant solution built on simplicity and ease of use.

With commercial initiatives supported by private equity investment funds, the P-I brand offers knowledge, contemporary science, technology, and, most importantly, a simplified approach to address modern implant dentistry demands.

In 2007, P-I Brånemark jointly with a group led by Giannini established a pilot programme in Brazil to develop the new system further. For over three years, they conducted market analyses in Brazil and in other countries and regions of the world. The P-I product line was finally launched in July 2011.

"We developed this new implant system with a world-renowned re-

searcher, P-I Brånemark, with very strong scientific backing and knowledge," said Giannini. "We have products much simpler to use than what is out there, supported by science and technologies that address the most demanding clinical needs."

Highlights of this new product line include the Functional Hybrid Implants, which feature simplified conical surgical preparation, platform-switching connections, and a micro and nano structured, minimally roughened surface (blasted and ion bombarded), along with other complete and well-designed surgical and prosthetic solutions.

"The P-I line of functional hybrid dental implants uses technologies developed by Brånemark himself, and by other clinicians and scientists from all over the world in well-known universities," according to Giannini.

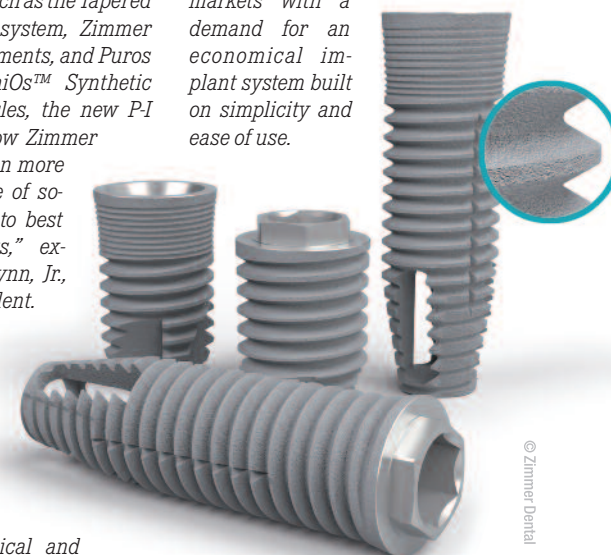
With Zimmer Dental's backing and history of global leadership and innovation, the initial roll-out will focus on market growth in Brazil, although other select global markets where a cost-effective dental implant system is desired will also be considered. "With cutting-edge technologies such as the Zimmer Trabecular Metal Dental Implant and Zfx's digital dental solutions, as well as premium solutions such as the Tapered Screw-Vent implant system, Zimmer Angled Tapered Abutments, and Puros Allograft and IngeniOs™ Synthetic Bone Grafting Particles, the new P-I product line will allow Zimmer Dental to offer an even more comprehensive range of solutions to clinicians to best serve their patients," explained Harold C. Flynn, Jr., Zimmer Dental president.

"P-I products have been in clinical use in Latin America and Europe for over eight years now, so this launch is based on solid clinical and scientific research," Giannini added. "Brazil was a very good environment in which to test the fundamentals of our products; it was our battlefield and reason that we achieved exceptional levels of safety and performance."

With over 220,000 dentists, many of them with postgraduate qualifications in dental implantology, Brazil is a formidable market indeed. In addition, several Brazilian dental implant manufacturers are positioning themselves

for a rapid expansion into world markets. At IDS 2013, many of these companies will be present at the Brazilian pavilion.

For its part, the new P-I/Zimmer Dental offering is now positioned to be a major product line in the dental implants business in Latin America and in other select markets with a demand for an economical implant system built on simplicity and ease of use.



© Zimmer Dental

\* The new functional hybrid dental implants will be distributed by Zimmer Dental in select markets.

Exopro started as a development corporation in 1988 in Sweden, evolving into a leading dental implant company owing to its research-based endeavours. Under the philosophic principles of Brånemark, its aim is to create high-performance, simple, safe and versatile solutions for patients and professionals. ◀

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# ZWP online erweitert das Angebot für Spezialisten

Sieben neue Newsletter seit Januar verfügbar



■ Gerade für Spezialisten ist es notwendig, im eigenen Tätigkeitsschwerpunkt immer auf dem aktuellsten Stand zu sein. Die Informationsbeschaffung und

selektion ist im normalen Praxisalltag angesichts der ständig zunehmenden Informationsflut nicht immer einfach. Neben den bereits bestehenden Newslettern hat das deutschsprachige Nachrichtenportal ZWP online deshalb kürzlich sein Angebot an monatlichen Updates zu diversen Spezialthemen der Zahnmedizin erweitert.

Auftakt der neuen Reihe bildete im Januar der Spezialisten-Newsletter „Implantologie“. Darüber hinaus gibt es nun weitere Newsletter zur Oralchirurgie, Parodontologie, Endodontologie, Laserzahnmedizin, Cosmetic Dentistry, Kieferorthopädie, Zahntechnik, Zahnärztliche Assistenz und Digital Dentistry.

Laut Angaben des Portals unterscheiden sich die neuen Spezialisten-

Newsletter sowohl in Aussehen und Struktur, vor allem aber durch ihre thematische Fokussierung vom sonstigen Angebot. Darüber hinaus enthalten sie neben Nachrichten ein thematisches Video, Event-Ankündigungen sowie eine Verlinkung zur aktuellen Ausgabe der jeweiligen von der OEMUS MEDIA AG herausgegebenen Fachpublikation. Die Anmeldung erfolgt direkt über das Portal.

Als größtes deutschsprachiges Nachrichtenportal für die Dentalbranche liefert ZWP online seit 2008 tagesaktuelle Informationen aus Wissenschaft, Berufspolitik, Fortbildung und Wirtschaft für die Zahnärzteschaft in Deutschland, Österreich und der Schweiz. Zur IDS liefern Onlineredakteure in deutscher Sprache rund um die Uhr Nachrichten vom Messegeschehen. ◀

# DTI präsentiert zur IDS runderneuerte Website

## DTI relaunches website

■ Aufgrund der ständig wachsenden Anzahl an regionalen Unterseiten in der jeweiligen Landessprache und neuen Inhalten ist die Website der Dental Tribune International ([www.dental-tribune.com](http://www.dental-tribune.com)) in den vergangenen Jahren erheblich gewachsen. Aktuell stellt der Verlag seinen Lesern Artikel auf rund 350 Seiten und in verschiedenen Sprachen zur Verfügung.

Seit kurzem zeigt sich die Website nun in einem überarbeiteten frischen Design. Pünktlich zur 35. Internationalen Dental-Schau in Köln wurde die Seite neu gestaltet, um den Besuchern eine verbesserte Plattform für internationale und regionale Nachrichten, klinische Studien sowie Informationen zu Produkten und Veranstaltungen aus der Welt der Zahnmedizin zu bieten.

redakteure in englischer Sprache live vor Ort. ◀

■ Owing to an increasing number of regional versions in local languages and new content, the Dental Tribune International website, [www.dental-tribune.com](http://www.dental-tribune.com), has grown significantly over the last couple of years. Currently, the publisher provides its readers with news content in several languages on about 350 webpages.

In keeping pace with the developments, the website has now been given a new design and relaunched to coincide with the 35<sup>th</sup> International Dental Show in Cologne. The upgraded website provides users with up-to-date international and regional dental news, clinical reports, and information on products and events in the world of dentistry.



Vor allem die Navigationsleiste der Seite wurde stark vereinfacht. Zusätzlich zu den bekannten Kategorien News, Business, Events und Products wurde eine Topics-Sektion eingerichtet, die Lesern dazu dienen soll, schnell verschiedenste Informationen zu einem speziellen Thema zu finden. Neben verschiedenartigen Content beinhalten diese themenbezogenen Seiten Artikel, Bilder sowie Videos zu einem bestimmten Bereich.

Das Print-Archiv sowie der Produkt- und der Eventbereich der Seite wurden ebenfalls für eine bessere Übersichtlichkeit neu strukturiert.

Im Zuge der Umgestaltung wurde auch die Mittelspalte der Länderstartseiten entfernt, um diese optisch aufzuwerten und um deren Fokus auf die jeweils aktuellsten Artikel zu lenken. Außerdem wurden neue Funktionen, die beispielsweise auf die meistgelesenen Artikel verweisen, implementiert, um dem Leser eine noch größere Auswahl an interessanten Inhalten zu bieten. Weiterhin soll eine optimierte Suche den Usern zukünftig mithilfe von Vorschlägen aus den einzelnen Kategorien den Zugang zu den gewünschten Informationen auf der Seite erleichtern.

Seit 2009 im Internet aktiv, versorgt die Website jährlich über eine Million Leser in aller Welt mit aktuellen Nachrichten aus der Zahnmedizin. Während der IDS berichten Online-

In order to ensure easy access to this content, the website's navigation bar has been largely simplified.

In addition to news, business, events and products, the redesigned website features a newly established topics section, which serves readers seeking information on a specific topic. Among other content features, these topic-related pages include articles, images and videos dealing with the same subject.

Furthermore, the print archive and the products and events sections have been restructured for improved clarity and comprehensibility.

In the course of the website's redesign, the middle column was eliminated from all landing pages to improve their look and to highlight the most recent articles. Moreover, new functions, highlighting the most read articles for instance, offer the reader a wider range of interesting content.

In addition, the new optimised search engine will now facilitate access to information on the website significantly by suggesting articles from the various sections to the user.

Established in early 2009, the Dental Tribune website currently provides dentistry news to over one million readers worldwide per year. At IDS 2013, online editors will be reporting in English from the show floor 24 hours a day. ◀

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