



CAMLOG Biotechnologies AG
Jordi Belart, COO

“For CAMLOG, this year’s IDS has been a full success”

At IDS 2013, CAMLOG introduced their new implant brand „iSy“, an innovative approach to implant dentistry. iSy Implant System offers implantologists extremely efficient, streamlined solutions for indications that allow the use of simple, standardised implant treatment concepts. With no more than 70 components, iSy is a highly “intelligent”, exceptionally lean implant system that stands for the simplification of processes in the dental office. Even aesthetically demanding solutions can be realised with iSy thanks to the integration of CAD/CAM prosthetics. However, we did not only launch iSy, the new implant system, but also announced our cooperation with Ivoclar Vivadent as “Authorised Milling Partner”.

With our brand DEDICAM, CAMLOG addresses the increasingly important CAD/CAM market and has thus become a supplier of choice of customised dental prosthetic components of the highest functional and aesthetic quality. The extensive DEDICAM portfolio will include abutments, bridges, bars, crowns, inlays, onlays and veneers made of materials such as tita-



nium, cobalt-chrome, ceramic and plastic. Presently, iSy and DEDICAM are only available in Germany but further countries will follow soon. CAMLOG is highly pleased to have experienced extremely positive feedback regarding both systems since these were introduced in Cologne at IDS 2013.

At IDS 2013, we were present with two booths, one for CAMLOG and one for the iSy Implant System. We held a press conference in which we informed first-hand about our innovations. For CAMLOG, this year’s IDS

has been a full success and our product launches have received an enormous amount of attention. We were able to foster existing relationships, had numerous contacts and also attracted considerable interest from potential future customers. As CAMLOG’s Chief Oper-



ations Officer, I particularly appreciate the IDS getting more and more international; both with regard to visitors and to exhibitors. For us as an internationally active company, this is of major importance.



Implant Direct Europe
Timo Bredtmann, Sales Director Germany

“A variety of products from one single source”

In our IDS Innovative Area, we presented implant prototypes which will be launched in 2013. There will be new products for all four implant lines. The refinement and improvement of already existing implant concepts as well as their compatibility with any needs of modern implant practices will make our system accessible for a wide range of users. For example, the new Legacy™4 will expand the spectrum of the already existing surgical and prosthetic measures of the Legacy series, multiplying the opportunities for its users. The Legacy system already guarantees a maximum of flexibility: six different diameters and five different lengths.

At IDS, it became obvious that our product portfolio has been expanded by prosthetic elements as well as an extensive product range in biomaterials. Visitors there-



fore experienced Implant Direct as an active member of the large dental Danaher group Sybron, along with KaVo and KerrHawe.

Our four implant lines, the prototypes of the new products and the advantages of compatibility seemed to have a magnetic effect on our visitors. Many of our guests were interested in our Biologicals—membranes, bone substitutes and suture materials. In addition, our visitors were enthralled by the advantages of a broad variety of prosthetic products coming from one single source.

IDS 2013 has been a great opportunity to directly compare product solutions and services. Where, if not in Cologne, is there a better chance to investigate both promises and benefits? Our visitors expressed their appreciation of our guiding principle “simply smarter”, describing both how we develop our products and how we present them to our customers.



Planmeca Vertriebs GmbH
Dieter Hochmuth, Managing Director

“A successful surprise”

For Planmeca, one of the market leaders in CBCT/X-ray, the IDS trade fair was the ideal stage for proving its exceptional capabilities. At the IDS, the company presented the Planmeca PlanMill™, an innovative CAD/CAM milling unit for high-precision prosthetic work. There are two versions of the fast, precise milling units available to provide the ultimate digital workflow both in dental surgeries as well as in the laboratory.



Planmeca PlanScan™ is an ultra-fast intra-oral scanner for open CAD/CAM systems. Planmeca PlanScan™ is the

first intra-oral scanner that can be fully integrated into a dental unit for digital 3-D scanning. Alternatively, this high-performance intra-oral scanning device can also be connected to a laptop. The system offers exceptional user-friendliness and supports the perfect digital workflow.

As a four-axis milling unit with an automatic six-tool changer, the surgery version can mill either wet or dry glass-ceramic, zirconia, PMMA and wax. In the laboratory version, the five-axis milling unit with automatic ten-tool changer can also process materials in standard ø 98 mm slices or blocks.

Planmeca PlanScan™ Lab is a new, highly precise and maintenance-free dental laboratory scanner. The intuitive interface makes scanning plaster models easy while providing reliable results. Other advantages include automatic lens calibration, open STL, PLY and OBJ files. The scanner comes with Planmeca PlanCAD™, the perfect design tool for prosthetic work. With the innovative 3 x 3-D combination, Planmeca offers yet another industry first: DVT + 3-D facial photo + 3-D surface scan. “Dentists and dental technicians have varying ideas about the features and performance required of the devices they use, although both groups value ease of use very highly. With attractive IDS offers, we make top technologies accessible for all. This democratisation of the best available technology was already causing a stir right at the start of the IDS,” says Dieter Hochmuth, Managing Director of Planmeca Vertriebs GmbH. You can enquire about Planmeca’s IDS offers and order them directly by calling +49 521 560665-0 before 30 June.



Ritter Concept GmbH
Lutz Meyer, Marketing Manager

“Coming from the heart”

Ritter has started to write a new success story with the launch of an innovative, state of the art implant system, which was extremely well received at the IDS in Cologne. The Ritter Implant Ivory Line provides Two Piece Implants (Implant plus separate Abutment) as the QSI Spiral Implant and TFI Twin Fissure Implant as well as One Piece Implants (Implant and Abutment already connected) called Mono Compress Implant MCI. The system contains logically reduced and clearly arranged components of tools and abutments with the best features for all clinical cases. Due to the super Nano-Surface, a quick and reliable Osseointegration is guaranteed. Clever and easy handling is provided by self-tapping threads and a coloured system of drills and implants according to their diameters. Also Ritter presented three new prototypes with their dental units Contact Blue, Excellence Plus and Contact Comfort, which were received well by industry professionals.

These units come with a fantastic price, especially with regard to touchscreen displays. They have additional features and they can be pivoted to the left and to the right. Another innovation is the X-ray device Sirix VA-2.0. It is available in a mobile as well as a wall-mounted version and convinces by its novel design. Already on the first day of IDS, we experienced great feedback and success. We are glad that our efforts have paid off!

Our overall impression of IDS is positive: the concept of our booth as well as our products and innovations were praised by many visitors. They especially liked that they were given time to explore the products and enjoy the very special and familiar atmosphere at our booth. With regard to the development of the dental industry in general, I assume that there will be more investments in the future. Particularly for Ritter Germany, the de-



mand has grown unmistakably. For a year, we have been open to dental depots and we are glad that many loyal customers, who have been working on one special dialogue or format for 30 years, will again acquire their product of choice.