

# Manufacturer News

## Implant Direct

### 1<sup>st</sup> European Implant Direct Congress, October, 23–25 2009!

Implant Direct will hold its first European Congress in the beautiful and central Mediterranean city of Barcelona from October 23<sup>rd</sup> to 25<sup>th</sup> 2009. The congress will focus on the daily challenges in the dental practice with the lead title "Challenging conventional thinking in Implant Dentistry". Outstanding clinical program with Live Surgeries. The scientific program features leading speakers such as Dr Gerald Niznick, Dr Marius Steigmann, Dr Aragoneses, Dr Fernando D'Avenia and many others, which will present the state of the art techniques of implant surgery and prosthetics. In addition, two live surgeries will be held at the leading dental training center COEC in Barcelona:

Dr Pedro Pena and Dr Marius Steigmann illustrating the latest techniques of soft tissue management and bone augmentation.

### Case competition—Send us your best clinical studies!

Implant Direct has initiated a case competition contest in which doctors from across Europe are invited to submit their cases. The top three entrants will be invited to our 1<sup>st</sup> European Implant Direct Congress in Barcelona where their cases will be presented. The top ten cases will be published in the Implant Direct casebook as well as be submitted for publication in selected European Implant Journal. Learn, relax and enjoy with an entertaining social and cultural program! Join us during our congress and register as soon as possible as places are limited to 350 attendants. Registrations via [www.implantdirect.eu](http://www.implantdirect.eu), and tollfree infoline 00800 4030 4030.



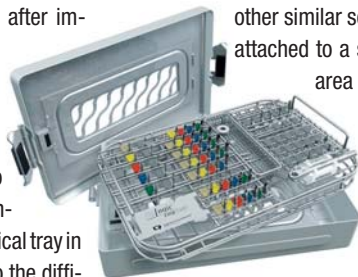
### Implant Direct Europe

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## Dentaurum

### The first surgical tray for cleaning and disinfecting machines

In the field of implantology up to now, rotating instruments with angled shafts and other additional components required longer and more time-consuming cleaning treatments after implantation. In manual cleaning and disinfecting methods, each instrument must be treated individually. Until now, it was not possible to clean the implantological instruments directly in the surgical tray in an automatic process, due to the difficulty in immersing the instruments in sufficient amounts of water and cleaning liquid. Now the new tioLogic<sup>®</sup> easyClean is available to save time and improve hygiene: The rotating instruments and additional components are placed back into their relevant positions directly after use and remain there during the entire cleaning and disinfecting process. Their position within the tray enables them to be thoroughly immersed and rinsed. The concept for the ideal retention fixture for rinsing rotating instruments, was developed in collaboration with the companies Miele Professional and Dentaurum Implants



GmbH. During this collaboration, the new Miele tray insert for general use in dental practices was developed and the specialised tioLogic<sup>®</sup> easyClean for the implant system from Dentaurum Implants evolved. The latter comprises all surgical instruments and all essential components required for preparing an implant site and for inserting tioLogic<sup>®</sup> implants. The components are arranged according to requirements during the course of surgery. The difference to other similar solutions is that every instrument is attached to a spring so that the contact surface area is minimal. This is why rose head burs and depth drills, surface cutter and conical formers can be entirely immersed in water and cleaning liquid. These can remain in their relevant positions throughout the whole treatment, including sterilisation. The Miele tray insert for dental practices comprises two areas with space for 30 drills with contra-angle handpiece ISO shafts and 15 positions for turbine shafts. This allows rotating instruments to be automatically treated whilst in the tray.

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AD

**100% SAFETY DOCTOR - PATIENT GOAL REACHED**

Since our beginnings, we have always been focused on quality and innovation toward the battle against cross - contamination and infections.

In the last 20 years, we have ensured safety and protection to you and your patients, with advanced and reliable products. Tools that represent the ideal solution for who is operating in dentistry, implantology/oral surgery and general surgery.

With Omnia sure to be safe.

**Surgical Line**   **Safety Line**   **MAXIT<sup>®</sup>**

**OMNIA<sup>®</sup>**  
Disposable Medical Devices

OMNIA S.p.A.  
Via F. Delnevo, 190 - 43036 Fidenza (PR) Italy  
Tel. +39 0524 527453 - Fax +39 0524 525230  
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Omnia

**Mono Drape  
“No Panic”**

Liquid and bacterial repellent patient drape with adhesive triangular shape 11 x 10 cm and integrated transparent plastic eye-shield. This mono drape, called “no panic”, offers to the patient the opportunity to have visive communication with the operator during any kind of oral surgery, implantology or maxillo-facial surgery. The wide dimension of the drape makes it suitable for advanced surgery. Two velcrum loops fix in a safety and easy way surgical instruments and aspirators, avoiding random contamination.

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CAMLOG

**Bite registration posts  
for more safety even  
in difficult situations**

With the new bite registration posts, the CAMLOG® Implant System now offers even more options for fabrication of precision prosthetic restorations on implants. The CAMLOG bite registration posts have been developed for implant-supported measurement and transfer of the arch relations. They allow the fabrication of a precision bite registration even with limited occlusal space conditions and with inadequate residual teeth.

The color-coded bite registration posts have a prosthetic height of 8.1 mm. For bite registration, the bite registration caps are used or a splinted bite registration without caps is fabricated. Splinting the bite registration posts with plastic is recommended in particular for significantly reduced residual teeth or

Straumann

**Cheap implants:  
more expensive in the  
long run?**

In order to reduce costs, low-price manufacturers conduct little or no clinical research to prove that their implants will deliver long-term function and



Research, development and clinical testing – the way to innovative products.

esthetics. They also do little or nothing to advance dental education. Neither do they do anything to develop innovations that enhance the standard of patient care. If they did, the price of their products would rise dramatically.

Dental patients are rarely able to make an informed choice about the products that go into their mouths. They do not know, for instance, if the implant design has been tested to ensure that it will not fail or lead

to bone and soft tissue loss over time. Nor do they know what level of training their dentist has in implant dentistry. Patients are also unaware that the increase in low-cost manufacturers in recent years has led to a rise in the number of implants that need servicing but have to be removed because their origin cannot be traced.

Therefore, every patient should ask three important questions: ‘Has the implant system been thoroughly tested?’, ‘How long is it guaranteed?’ and ‘Will replacement parts be available in more than 10 years’ time?’. If not, there is a higher risk that the implant may have to be removed, which is unpleasant and costly.

Peace of mind comes at a price. The Straumann dental implant system is backed by long-term published clinical studies and a 10-year guarantee. It is supported by a broad education program for dental professionals so that patients receive a high standard of care. Premium solutions

may appear expensive initially, but they could well be cheaper in the long run. The question is: Can doctors and patients afford to save in the short term?

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for edentulous patients in order to achieve optimized support of the bite registration. Splinting is also possible with divergent implants, which is achieved thanks to a shortened post/implant connection in comparison to the Tube-in-Tube™ connection. The bite registration posts have a reduced-diameter shoulder support and are also suitable for platform switching in conjunction with CAMLOG® SCREW-LINE implants (not for implant diameter 3.3 mm). Thanks to the exact fit of all connecting parts, the CAMLOG bite registration posts ensure high precision when measuring and transferring the arch relations. They offer a strong plus for safety when determining the arch relations on implants even in difficult situations.

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## BEGO Implant Systems

### New sales and marketing subsidiary in Barcelona



As a direct result of the outstanding sales development with the German-made Dental Implant Systems line BEGO Semados® implantology products and the constantly growing user base in Spain and Portugal, BEGO Implant Systems in Bremen, Germany, has decided to build up a new company in Spain, called BEGO Implant Systems Iberia, S.L..

"The new company has been formed to increase our market share and competitive strength in Spain and Portugal and to offer our customers a more direct interface to BEGO Implant Systems

sales and support people working close to our customers in the Iberia market", says Walter Esinger, General Manager of BEGO Implant Systems.

The logistic partner remains unchanged—MAB Dental/Dentimail will continue handling customers orders, as in the past. The direct sales representatives will visit customers personally and regularly in the future to introduce the BEGO Implant Systems product portfolio including the latest novelties from IDS 2009 in Cologne. The direct sales and support team in Spain and Portugal will be headed by Mrs Silvia Albiac. Silvia Albiac is already very well known in the Iberian Dental Implants Industry working previously for Klockner Dental Implants in Spain. General Manager of the new subsidiary will be Walter Esinger who is also General Manager of BEGO Implant Systems GmbH & Co. KG in Bremen, Germany. To celebrate the formation of the new company Silvia Albiac and her team recently come with some key users of the BEGO Implant System to a training course in Bremen and at the dental clinics of Dr Stefan Ries, in Wertheim where they participated in the course "Implantology meets Nouvelle Cuisine".

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## Sybron Implant Solutions

### The new Zirconium Abutment—for a naturally perfect result

The Zirconium abutment is a partially standardized abutment designed for the Pitt-Easy implant system. With this prosthetic abutment, the user will be able to comply with high aesthetic demands for an implant-supported denture.

The abutment consists of two parts, so that the modified Zirconium part is bonded with the titanium base in processing. The patented Zirconium abutment consists of the following parts:

- abutment base made of titanium (grade 4) with internal threads, preventing loss of the screw
- abutment blank made of high-quality TZP-A Zirconium oxide ceramics
- retaining screw for processing the abutment in the laboratory or in the dental practice (marking groove at the screw shaft)



— retaining screw for final insertion in the patient's mouth

A comprehensive instructions protocol shows the exact steps of use and processing of this abutment.

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Premium  
quality at friendly  
prices



perfect aesthetics  
internal hex  
accelerated treatment

Xign®

Allfit®

The Allfit® Xign® implant system is designed for enossal dental implantations.

The Xign® implant system is suitable for single-step and dual-step implant protocols.

It is made of Grade 4 pure titanium.

Xign® implants are abraded with aluminium oxide and hot-etched and have an osmotically active nanocoating. All accessory parts are colour-coded.

**IHDE DENTAL**   
the implant.comany

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