

# today

SHOW  
REVIEW

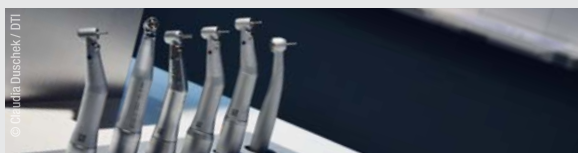
## Digital workflows



Sirona facilitates seamless integration of products and processes at IDS.

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## Bien-Air



Company introduces new products to facilitate daily work in dental practices.

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## Green, greener, W&H



Austrian dental products manufacturer celebrates 125<sup>th</sup> anniversary in Cologne.

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# Bigger than ever

## IDS 2015 reports visitor, exhibitor and area increase

■ On 14 March, the 36<sup>th</sup> International Dental Show (IDS) in Cologne closed after five days with a record result. The organisers reported that about 138,500 visitors from 151 countries attended the most important trade fair in the dental industry, which represents an increase of nearly 11 per cent compared with the 2013 IDS.

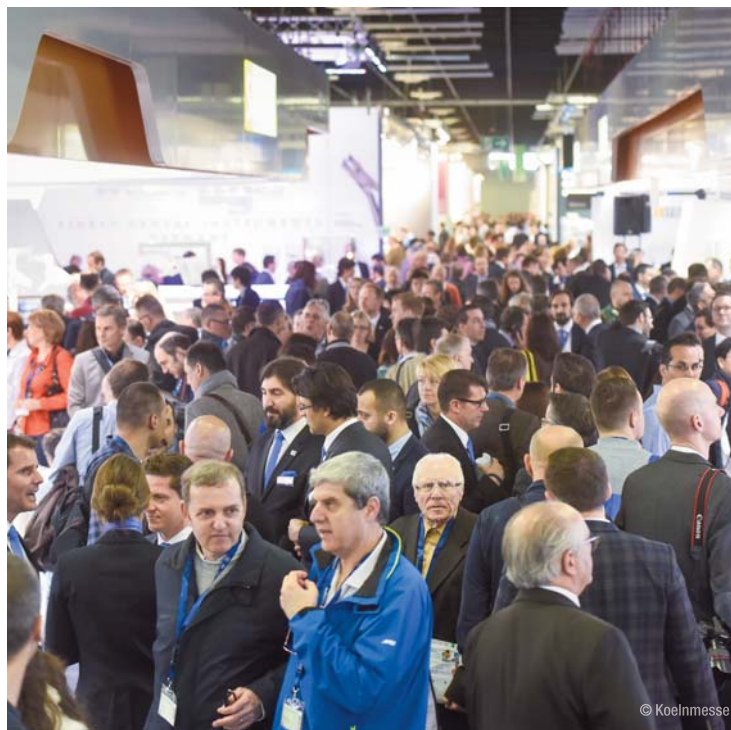
A new record was also set with regard to the number of exhibitors and exhibition space. A total of 2,201 companies (+6.9 per cent) from 56 countries presented their latest innovations, product developments and services over 157,000 m<sup>2</sup> (+6.2 per cent). More than 70 per cent of the exhibitors came from abroad (+2 per cent). In addition, the number of visitors from Germany increased by 4.3 per cent.

“We managed to make the International Dental Show in Cologne, both nationally and internationally,

even more attractive, making it the most successful IDS ever,” concluded Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI).

Katharina C. Hamma, Chief Operating Officer at IDS organiser Koelnmesse, stated: “The increasing international attendance once again underlines the character of the IDS as the world’s leading trade fair for the dental industry. Particularly strong growth was recorded at the International Dental Show in the number of visitors from the Near and the Middle East, the US and Canada, Brazil, as well as China, Japan and Korea. We also noticed re-emerging business in the southern European market, especially Italy and Spain.”

The 2015 IDS focused on intelligent networking of components for computer-based dentistry. As computerised processes have gained in-



© Koelnmesse

creasing importance, digital systems in diagnostics and production today span the entire workflow from the practice to the laboratory.

# European dental markets trend towards group practices and consolidation

## ADDE survey reveals distinctive growth in the number of dental hygienists

■ Latest market figures released by the Federation of the European Dental Industry (FIDE), in cooperation with

the Association of European Dental Dealers (ADDE), last month at the International Dental Show in Cologne,

indicate rapid changes toward a digital dentistry manifesting in overall trends to a more global approach with group practices and consolidations throughout dental markets in Europe. The organisation’s 2015 market survey also revealed that the number of European dentists has slightly increased to a total of 276.090 in 2014 compared to 270.045 the year before.

A contrary trend showed in the number of dental offices and dental laboratories. While the numbers of the former remained flat on average, the total figures of labs in Europe has decreased in almost every surveyed country. According to ADDE President Dominique Deschietere, given the growing numbers of practicing dentists this development either indicates a trend to group practices or consolidation. ◀◀



© Kristine Hübner, DTI

• Dominique Deschietere, President of ADDE.



A visitor survey showed that more than 75 per cent of attendees interviewed were either satisfied or very satisfied with the show. Overall, 95 per cent of the visitors surveyed would recommend visiting business partners at IDS and 77 per cent plan to attend the show in two years’ time.

The next IDS will be held from 21 to 25 March 2017. ◀◀

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## DTI Media Lounge—Where movers and shakers in the dental market meet

In March, the International Dental Show (IDS) drew thousands of people from all over the world to Cologne. As an IDS tradition, Dental Tribune Inter-

dates on international markets and had the opportunity to connect with their peers and leaders from the dental industry.

Association, the Moscow Dental University, and DENTALEXPO. Ilya Brodetski, General Director of DENTALEXPO, provided some insights into the Russia dental market and its importance for the global dental industry. Currently, there are 85,000 dentists and 25,000 dental technicians in Russia. The market has a yearly supply turnover of US\$ 1 billion.

On the second day of IDS, DTI hosted the CHANNEL3 Night, which was organised together with Exit Strategies, for the first time. About 80 key opinion leaders from 15 countries gathered on Wednesday at DTI's MEDIA Lounge for their annual meeting. As part of the event, Harvard professor Myron Nevins received the first annual P-I Bränemark Award. The number three in CHANNEL3 signifies the three channels of sales in the dental industry: sales by dealer, direct sales and sales resulting from the work of key opinion leaders. The group consists of leaders from all three areas.



• Channel 3's 80 key opinion leaders from 15 countries gathered on Wednesday at the DTI/OEMUS MEDIA Lounge for their annual meeting. (Photo/Robert Strehler)

national (DTI) invited its partners to a number of cocktail receptions to the DTI Media Lounge. During the receptions, attendees received business up-

The traditional Russian Night was celebrated at the DTI booth on the first day of IDS. The event was organised in collaboration with the Russian Dental

On 12 March, industry partners of DTI gathered for the DDS WORLD and Chinese Night in Hall 4.2. In 2014, DTI launched its Digital Dentistry Show, the first exhibition to focus solely on digital products and applications for dentistry, in Milan in Italy as part of International Expodental. The show will travel around the world and be present in all major dental markets. Participants of the night were informed that the next DDS World show will take place in Athens from 22 to 24 May 2015 and will be organised in collaboration with OMNIPRESS. Further shows in 2015 are planned in Moscow, Budapest, Istanbul, Shanghai and New York. The event on Wednesday

was also attended by representatives of the Chinese Stomatological Association.

The Brazilian Night on 13 March attracted many people. The event was a joint project of DTI and Associação Paulista de Cirurgiões-Dentistas (APCD), the São Paulo association of dental surgeons, with which DTI entered into an international media agreement in 2013. Under the contract, DTI's today trade show newspaper became the official and exclusive publication at the Congresso Internacional de Odontologia de São Paulo (CIOOSP), one of the leading congresses worldwide. ◀



• Harvard professor Myron Nevins (centre) also received the first annual P-I Bränemark Award. (Photo/Robert Strehler)

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While the number of dental technicians has remained steady or slightly decreased in all countries except Hungary, the number of dental hygienists increased in all countries of the survey. This development is especially prominent in the UK, with the number of dental hygienists growing distinctively compared to 2013. As Deschietere has put it, this seems to be a result of the evermore "bending of the laws" in this area.

On the supply channels side, the percentage of direct sales from manufacturers remained steady in most countries, and the share of products purchased via e-mail or internet is constantly, if only slightly, increasing compared to the previous year. Further, the figures indicate that the sales volume of equipment has dropped in 2014, while sales of sundries and consumables remained stable on average.

"Dentists continue to treat patients," Deschietere pointed out. "Consumables and sundries, not new equipment like CAD/CAM units or

intra-oral X-Ray units, kept the figures up during the last years."

To this date the gathering of information on new technologies seems to be the weak point of the survey. Although Germany shows a jump in the numbers of intra-oral scanners installed, most countries are not collecting data on the subject so far, explained Deschietere.

The annual ADDE/FIDE survey, which is conducted through its national associations since 1998 and represents the interests of more than 960 dental dealer organisations, covers the most relevant topics and trends for the European Dental Industry, such as the number of customers and end users, sales values for the main product categories, the use of computer and e-commerce, sales segments, distribution channels as well as VAT charges and their impact on the market.

The report can be purchased for €260 (approx. £190) through the Association's website. ◀

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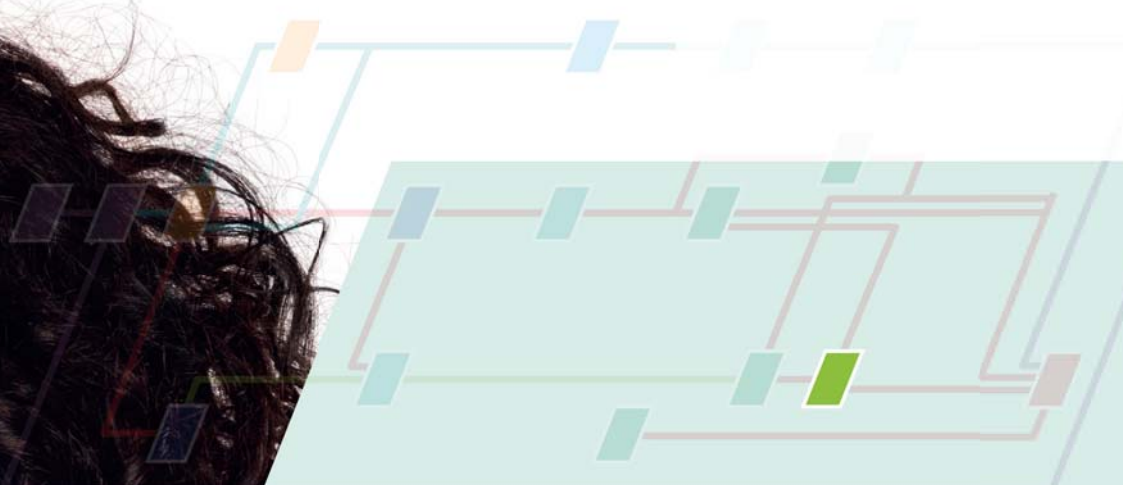
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today IDS show review appears after the 36<sup>th</sup> International Dental Show in Cologne, 10–14 March 2015.

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# Sirona sets new standards for digital workflows

Manufacturer facilitates seamless integration of products and processes at IDS

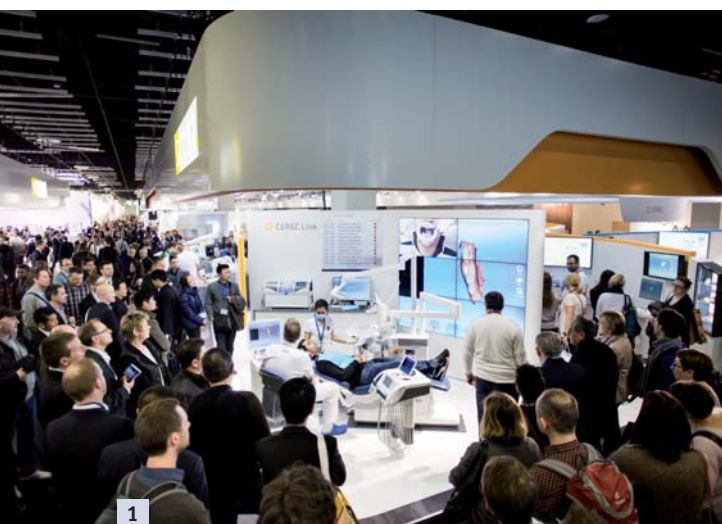


Fig. 1: A highlight at Sirona's stand during IDS, the CEREC live demonstrations impressed many visitors. Fig. 2: Jeffrey T. Slovin, President and Chief Executive Officer of Sirona, emphasised that the ultimate purpose of digital dentistry is to make dentistry safer and better.

■ Digital systems once again dominated the floor of the International Dental Show in Cologne and no where else was this evident than at the booth of Sirona. In addition to numerous innovations in imaging systems it also saw the premiere of further developments of the company's CEREC system.

Presenting itself as an experienced specialist in the field of digital

technologies for dentists and dental technicians, the company said to have entered a new phase of seamless integration.

"We serve as a guide for dentists and dental technicians who have chosen to switch entirely to digital solutions or who intend to master the field gradually," President and Chief Executive Officer Jeffrey T. Slovin said.

"Based on decades of experience in using digital technologies, Sirona is in a better position than any other company in the dental industry to network these systems."

A good example for this was the new ORTHOPHOS SL extraoral X-ray unit featuring two new technologies. While the Direct Conversion Sensor converts X-rays directly into electri-

cal signals, a reconstructive Sharp Layer process makes sure that panoramic images are automatically focused to deliver significantly sharper images. The imaging workflow is further supported by the SIDEXIS 4 software, that allows the user to gain a quick overview about the patient's history and about all of his or her relevant image data, too. With the system, 2D images and 3D scans can be examined at the same time.

According to Sirona, this combination of hardware and software is ideally coordinated with its integrated digital solutions, thus creating efficient workflows for simultaneous surgical and prosthetic planning of implants. Airways in patients with obstructive sleep apnea can also be analysed this way.

Another point of attraction at IDS turned out to be CEREC. Many visitors were fascinated by the experience of live fabrications of dental restorations. Through a new cooperation with Align Technologies, announced at IDS, digital impression data can now also be submitted directly for ordering transparent aligners for correcting misaligned teeth, such as Invisalign.

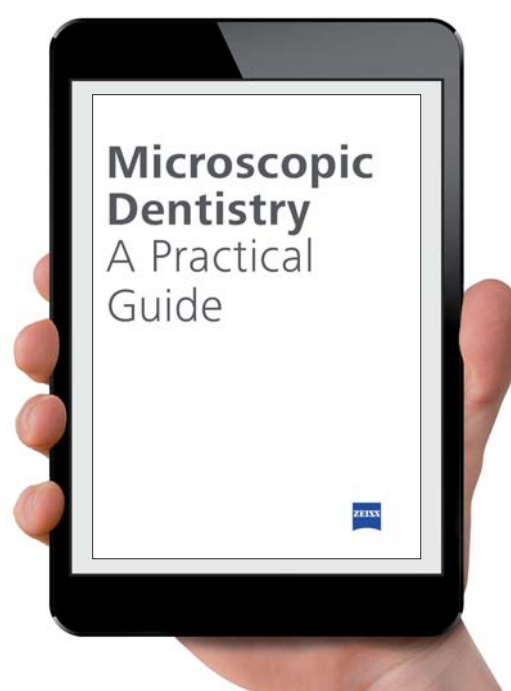
"After 30 years of leading dentistry into a digital era, we are expanding our focus to orthodontic treatment," Slovin commented. "With the seamless digital model submission to the Invisalign Doctor's Site, we once again show our dedication to providing our customers with truly integrated systems that make dentistry better, safer and more efficient."

According to Slovin, the new CEREC Ortho software is based on a patented, guided scanning process using the CEREC Omnicam, which is now also available as the CEREC AF table-top version. The software connects CEREC and Invisalign seamlessly, enabling digital models to be transmitted without much effort.

One of the fields where the integration of CEREC is particularly evident is implantology, as both the data gathered from the impression and the X-ray software are collected by the CEREC software and processed for the production of a drilling template (CEREC Guide 2) as well as for the design and manufacturing of superstructures. The software also controls the grinding and milling machine, meaning that not only the care of a patient can be planned with CEREC but also the entire production process. ◀

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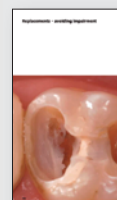
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# “The dental industry is moving closer to a complete digital workflow”

An interview with Stratasys Director of Global Dental for 3-D printing, Avi Cohen

■ Digital dentistry is an upcoming industry that has undergone rapid development in recent years. Intra-oral scanning, CAD/CAM and 3-D printing have fundamentally changed the workflow of dentists and dental technicians and have improved many dental procedures. Today had the opportunity to discuss this topic with Avi Cohen, Director of Global Dental for 3-D printing manufacturer Stratasys.

**Today international: Mr Cohen, what are the advantages of using 3-D printers and digital dentistry technologies in a dental practice or laboratory, and why is digital dentistry becoming increasingly important for dental professionals?**

**Avi Cohen:** The dental industry is by its very nature fast paced and requires rapid turnaround. When patient care is directly affected by a technology, technicians will always look for innovations that can reduce time while improving quality and precision.

Dental technicians traditionally rely on steady hands and expert eyes

avoids the need for patients to return to dental laboratories for corrective procedures, saving dentists both time and money and having a direct and positive impact on patient care.

With the cost of laboratory work becoming a major factor in dental restoration planning and therapy, we are seeing an increase in the adoption of digital dentistry by dental laboratories. This enables them to improve efficiency and provide a higher level of patient care.

For many dental professionals, this evolution has been a long-awaited and welcome transition to a faster and labour-saving process that improves quality and precision while keeping businesses competitive.

**How have dentists responded to the trend of digital dentistry? Do you think that the majority of practices and laboratories are already using or considering using digital technologies such as 3-D printing?**



• The booth of Stratasys at IDS 2015.



• Avi Cohen talking about the recent developments in the field of dental 3-D printing.

to prepare crowns, bridges, frameworks, etc. The manual process is time-consuming and imprecise and requires materials that do not typically provide the best durability or aesthetic appearance. With a 3-D printer doing the hard work, dental laboratories eliminate the bottleneck of manual modelling. By combining oral scanning, CAD/CAM and 3-D printing, they can accurately and rapidly produce crowns, bridges, stone models and a range of orthodontic appliances.

Forward-thinking dental and orthodontic laboratories are continually seeking to improve their processes, reduce lengthy milling time and stay ahead of the competition. Using Stratasys's PolyJet 3-D printing technology, featured in our Dental Series 3-D printers, laboratories can print in superfine 16 µ layers, dramatically increasing precision and reducing production time in comparison with traditional dental mould-making. This

With any new technology, there is always the need to educate and it is the same in dentistry. It could be argued that many dentists hold traditional plaster moulds in high regard, but now there are alternatives. I believe that an increasing number of dentists, as well as newcomers entering the industry, will adopt newly available technologies that improve productivity, one of them being a move to digital dentistry.

With an increased range of superior intra-oral scanners and associated software now available on the market, more and more dental laboratories of all sizes are exploring and installing the level of 3-D printing technology that suits their company's size and budget.

Most notably this year, we have seen an explosion of devices dedicated to digital imaging, impression taking and CAD/CAM fabrication of restorations—both chairside and in the labora-

tory. With the rollout of new 3-D printing systems, materials and capabilities over the coming year, many believe that more dentists will begin to view the technology as a viable alternative for their practices.

We might look back at this year as the moment that dental laboratories passed the point of no return from a traditional manual workflow towards an all-digital design and manufacturing process. In many respects, digital dentistry is already here, with a growing number of laboratory owners incorporating it in some form into their strategic business models.

**What innovations in the field of digital dentistry is Stratasys presenting at this year's IDS?**

We are using IDS to exhibit new systems and materials. At this event, we are presenting something the market has never seen before: a breakthrough and the future. For centuries, impressions formed the basis for crowns and bridges. Everything was made by hand. Then intra-oral scanners were invented, allowing for digital impressions and, finally, the printing of models. With Stratasys's new systems and materials, models can be printed in full colour and in different textures, thus creating an exact copy of the patient's mouth—the colour of the teeth and the gingivae perfectly attuned to the original. There are 900 different colours and textures from which to select. This brings realism to the market. Now, there is no longer a need for stone models. We are no longer in the “Stone Age”; we have arrived in reality.

In addition, our 3-D-printed models have a clear jaw to visualise the exact position of nerves, and this helps dentists to prepare for the placement of implants. Moreover, with our 3-D printing solutions, it is possible for the first time to print gingival masks to see how and where to place an implant—this has been done entirely by hand until now.



• Avi Cohen in conversation with DTI.

**What kinds of dental solutions does Stratasys offer for different indications and customers?**

As a leading provider of digital dentistry, we offer a wide range of 3-D printed dental solutions, including surgical guides produced in a clear biocompatible material—the ideal solution for implant placement. We also provide stone models for dental laboratories, thereby offering an extremely accurate replacement of plaster modelling and a range of orthodontic models for various applications.

As the industry moves closer to a complete digital workflow, dentists can now focus on more strategic tasks, while their 3-D printer accelerates the development of dental solutions, such as crowns, bridges, inlays, veneers and frameworks.

**What in general makes your products stand out from the rest?**

With our Dental Series, dedicated to addressing the needs of dentists and orthodontic laboratories, we offer a full range of dental solutions, making us a key participant in digital dentistry. For example, our Objet Eden260VS Dental Advantage 3-D printer is engineered to meet the demanding production needs of mid-sized dental laboratories and medium

to large orthodontic laboratories and provides new additional capabilities for improved productivity.

With labour costs as the main expense for dental and orthodontic laboratories, the Objet Eden260VS Dental Advantage addresses this through a greater level of automation. Printing is done at the click of a button and, owing to the water-soluble support mode, cleaning of models is an automated process. A single laboratory technician can design, print and have all models cleaned automatically with no post-processing required. The reduced cost per model has a knock-on effect on the labour cost.

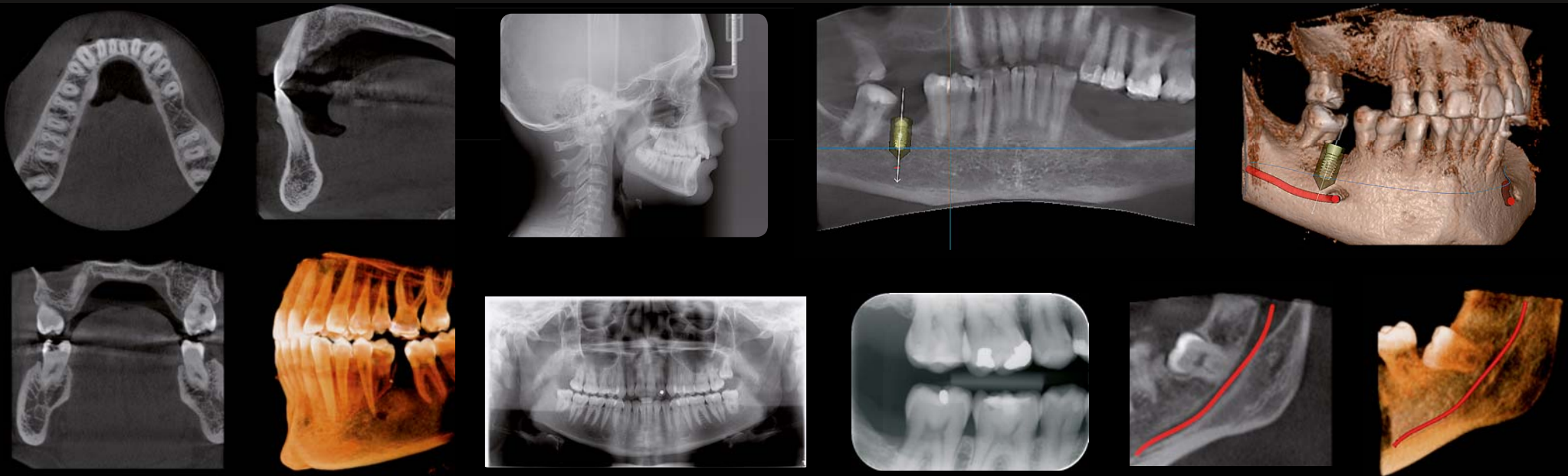
In addition to our Dental Series 3-D printers, we offer a range of advanced dental materials, including the biocompatible VeroGlaze. This material is ideal for applications requiring mucous membrane contact for up to 24 hours, enabling dental laboratories to use VeroGlaze to create veneer try-ins in precise A2 tooth shading. Soluble support technology allows the easy cleaning of dental parts with fine features, such as small removable die inserts in dental models.

**Thank you very much for this interview. ◀◀**

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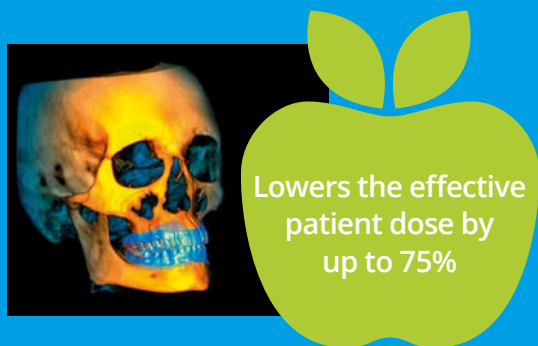
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# Human Resources considered increasingly important in the dental industry



Interested students, graduates and professionals had the chance to get to know the attending companies and their career opportunities. (Photo Anne Faulmann, DTI)

On 14 March, the last day of the International Dental Show (IDS), the organisers of the show introduced a novelty: IDS Career Day. The event highlighted employment opportunities within the dental profession, enabling

companies to connect with pupils, trainees, students and other qualified and interested individuals.

The event took place at the Speakers' Corner in Hall 3.1 and included on-

stage company presentations, as well as a Recruitment Lounge for personal meetings and discussions. Five companies took part in this Career Day giving their presentations on stage: Sirona, Ivoclar Vivadent, VITA, Schütz Dental and Medit.

"The Career Day offers potential employees a great chance to learn about the opportunities on offer, and for companies to introduce themselves. We heard about the event and knew that we wanted to take part and present Ivoclar Vivadent, because at trade fairs like this, tomorrow's employees are to be found," said Corina Grabmann, HR Business Partner at Ivoclar Vivadent.

Finding and recruiting qualified and experienced employees is an increasingly important topic in the dental industry and the field of Human Resources (HR) is a key factor for many companies. "Two years ago at the previous IDS, we already noticed that the

visitors were very interested in the field of Human Resources. Thus, we are very happy that this year, there is a Career Day at IDS for the first time and that we have the opportunity to be a part of it and to show what an excellent employer Sirona is," stated Tanja Dormann, responsible for Recruiting and HR Marketing at Sirona.

Companies are trying to win future employees by offering attractive career possibilities, not only regionally, but also globally. "We noticed, that IDS is becoming increasingly international. This was reflected in some of the lectures during the Career Day which are given in English. Sirona uses this opportunity to get in touch with potential employees from all around the world. Today, we already talked to interested visitors from Portugal, India and Saudi Arabia," Dormann said.

The employers within the dental industry are not only looking for den-

tists and dental technicians, but also for qualified personnel such as chemists, engineers and computer programmers. "The Career Day is a great opportunity for companies, because—especially in the dental industry—it's sometimes hard to find competent employees with the right qualifications. We hope that this event will help us to search for potential employees in fields like sales or R&D," said Maria Schmidt, an employee at VITA.

However, not only the professional competence of an applicant is important. "In addition to professional skills, we place a special value on soft skills such as self-motivation, an interest in personal development, intercultural competence, and the willingness to think outside the box," explained Tobias Arnold, HR Business Partner at Sirona. The global dental manufacturer was certified as Top Employer 2015 in Germany, Austria and China by the Top Employers Institute. ◀

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## 3DISC Imaging's workflow-optimising solutions impress at IDS

Specialist in imaging products 3DISC Imaging has announced that this year's International Dental Show (IDS), which took place in March, was a successful one for the company. The record-breaking number of IDS visitors was echoed in those stopping at 3DISC's booth, where many interested dealers and end-users viewed demonstrations of the products, such as the FireCR Dental PSP Reader.

According to 3DISC, visitors to the company's booth were particularly impressed by the FireCR Dental PSP Reader's compact design, image quality and image plate feeding tray. During the demonstrations, they were pleased to see that the image plate did not move during the read-out process and remained completely flat on the horizontal tray, avoiding bending and scratching.

Another feature that impressed visitors was the company's true-size 4c imaging plate, which enables dentists to capture more teeth and roots on the same image, avoiding having to stitch several smaller images together.

"We have a FireCR Dental PSP Reader in each of our exam rooms because it increases our productivity. The FireCR Dental is incredibly simple. It is easy to install and easy to use with a very unproblematic workflow. I would definitely recommend to all dentists who are about to invest in new digital X-ray equipment to consider

the FireCR Dental," said a current user of the system.

3DISC Imaging focuses on automating processes in dental clinics. Its product line has a number of features that facilitate workflow acceleration and optimise chairside time with patients. The company's products are sold worldwide through dealers and original equipment manufacturers. ◀





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**BruxZir and e.max CAD: Superior Clinical Performance at 3+ Years**

TRAC Conclusions: BruxZir and e.max® CAD full-contour crowns on molars have demonstrated clinical service superior to all other tooth-colored materials studied clinically by TRAC over 39 years. *IPS e.max is a registered trademark of Ivoclar Vivadent.*

## Ergebnisse zur klinischen 3-Jahres Studie über IPS e.max und BruxZir

Results for the clinical 3-year study of IPS e.max and BruxZir can be found on [www.bruxzir.de](http://www.bruxzir.de)

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# Scanning imaging plates chairside is simpler than ever with the new intraoral scanner from Carestream

# Bien-Air Dental exhibited latest innovations in dentistry



CS 7200. (Photos courtesy of Carestream)

discuss practice-related issues with a number of experts at its booth.

With only 13 cm, the CS 7200 scanner is even smaller in size than a pad coffee maker. The low-noise scanning process is another reason to get the CS 7200 in the treatment room, the company said. According to Carestream, it takes only eight seconds for the scanned image to appear in the processing software on a PC.

Suitable for plate sizes 2 and 2, the CS 7200 is proposed to be the ideal tool every day intraoral imaging needs in single practices.

can be directly linked up to PC via a USB port and operated under daylight. Carestream said that the CS 7200 also features the same extraordinary image quality the company is known for but at a much lower price.

Having seen its premiere at IDS 2015, the compact and quiet intra-oral scanner CS 7200 from Carestream is especially designed for use in dental surgeries. In addition to its showing its completion. It features a number of imaging line and CAD/CAM system CS solutions, the company also made itself stand out in Cologne by giving visitors the opportunity to



Carestream Dental Marketing Manager



Product presentation at the Bien Air booth.

At the 2015 International Dental Show (IDS), Bien-Air Dental introduced a number of new products, including a brushless LED powerful turbine, a micromotor control unit and an innovative handpiece, which aim to facilitate the daily work of dental practices significantly at an affordable price. Bien-Air Dental had the opportunity to speak at IDS. Optima is one of the best with Marco Gallina, Vice-President of Marketing and Production at Bien-Air Dental, according to Gallina. The system will be available in a number of bright colours, such as pink, green, blue and orange.

With its new high-power turbine called Tornado, Bien-Air aims to give dentists more time. In the interview, Gallina explained: "The 30 W Tornado turbine is the industry's most powerful turbine and it is the first time we are showcasing it at a dental fair."

According to Gallina, the Swiss manufacturer, Tornado enables faster dental procedures and will thus benefit efficiency and profitability of dental clinics around the world. "It helps alleviate high-speed handpieces, number one dentist concern which can heat up to 80 °C, our product is equipped with the patented COOLTOUCH+ heat-arresting technology. And it has been proven that the temperature of the turbine is stable even when it exceeds human body temperature," Gallina said. "The main advantage of EVO.15 remains very stable and when it exceeds human body temperature, Gallina said, he or she can save up to 10 minutes per patient."

Moreover, EVO.15 features a considerably smaller and lighter shockproof head, a new spray/illumination system, to boost performance and efficiency for the most common system, among other innovations.



Marco Gallina. (Photos Claudia Duschek, DTI)

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# The new BIOLASE: Practice growth assured

In 2015, BIOLASE, a leader in the dental laser segment, has had quite a number of changes, including a new president and CEO; a renewed focus on placing customers first; new and improved products, such as WaterLase iPlus 2.0 and EPIC X; and its groundbreaking Practice Growth Guarantee.

■ BIOLASE's new president and CEO, Jeffrey Nugent, was initially appointed interim CEO in June 2014 and accepted the permanent role of president and CEO in September. Previously, Nugent had served as President and CEO of Neutrogena and Revlon.

"Having worked in dermatology for the better part of the last ten to 15 years and, before that, in a number of other businesses, I know that less than 10 per cent of dermatologists used lasers 15 years ago," Nugent said. "Today, virtually every dermatologist has at least one or two lasers in his or her practice for real patient-practice benefits," he stated.

"Coming into BIOLASE, I saw the profound differences that lasers can make in the practice of dentistry. It's a market in need of improved clinical benefits, patient preference in terms of significant pain reduction, and practice growth opportunities for our primary audience, which is dentists." To that end, Nugent said that one of the first things he did at BIOLASE was shut down its focus on any segment other than dental lasers.

"We're essentially refocusing the direction of the company almost 180



degrees," he said. "One of our objectives is that a minimum of 30 per cent of our revenue every year will come from new or improved products."

This is in line with the company's refocus on placing customers first. "Our commitment to the dental professional is the most important thing that we do," Nugent said.

New and improved products by BIOLASE include both EPIC X and WaterLase iPlus 2.0.

"We introduced a new diode laser, EPIC X, back in November, that is the result of a total focus on quality," Nugent said. "And [in February] in Chicago, we introduced the new WaterLase 2.0, which is a product upgrade offering significant improvements to uptime and functionality."

Another new concept from BIOLASE is the Practice Growth Guarantee, which is an industry first in dentistry, according to Nugent. "The Practice Growth Guarantee is our commit-

ment to dentists that we are going to guarantee that they will grow their practice by focusing on the seven core procedures identified by dentists as the most important," Nugent said. "We assure them that we are going to work with them by providing practice marketing materials and more training assistance. With the increased ease of use of the WaterLase, it all works together to address the No. 1 need that we hear from dentists: growing their business. That's not to diminish the dentists' focus on clinical outcomes

and patient needs, but they are business people and they want to build their practice."

Practice growth could mean a number of different things, according to Nugent. It might mean more patients, it might mean more referrals or it might mean being able to treat many of the patients who before would have been sent elsewhere.

"We're partnering with the dentist and, in six months, if you haven't grown your practice, we're going to come in and do an analysis and figure out why. And we'll come back and give you more resources."

BIOLASE believes that practice growth arises from clinicians enhancing patient experience.

"One of the things we're really focused on is making sure that dentists retain more of their patients and don't have to refer out or not nearly as many patients as they did before because they're now capable of handling those procedures," Nugent said. ◀

For more information on EPIC X, WaterLase iPlus 2.0 or BIOLASE's Practice Growth Guarantee, visit [www.biolase.com](http://www.biolase.com).

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## GC announces step into a smarter age

"Welcome to the GC Smart Age!" was the slogan the worldwide distributor of dental products, GC, had chosen for this year's IDS. As part of the industry trade show, the company, specializing in supplies for dental practices and labs, presented its latest innovations in Cologne that included premium CAD/CAM solutions for digital dentistry as well as intelligent solutions in the fields of prevention, restoration, aesthetics and prosthetics.

With an eye toward the company's 100<sup>th</sup> anniversary in 2021, Japan-based GC Corporation aims to become one of the world's leaders in dental medicine. On the way there, GC presented the latest innovations for use in dental practices and labs during an exclusive press conference at the 2015 IDS.

In his introductory remarks, Dr Kiyotaka Nakao, President of GC Corporation, emphasized IDS's leading role as a platform for increasingly dynamic developments in the field of dentistry. But he underscored that it is particularly during such periods of rapid change that the values of experience and tradition make themselves clearest, since only they can assure that proper steps are taken with the customer in mind in reacting to important market trends.

Following that, Prof. Dr Reiner Biflar, Director of the Polyclinic for Dental Prosthetics, Elderly Dental Care and Medical Substances at the Ernst-Moritz-Arndt-University Greifswald, gave a presentation on the results of a long-term clinical study on the practical application of the filling method EQUIA. With the help of 111 dentists in randomly selected German cities, the study examined the clinical performance of the EQUIA restoration system

as compared with conventional glass-ionomer cement Fuji IX GP Fast (GC), in combination with the light-cured coating Fuji Coat LC (GC). Analysis showed that both materials performed well in restoring class I cavities, and in class II cavities, the protective effect of the EQUIA Coats was noted for EQUIA fillings, resulting in a five-fold increase in



• Michele Puttini, President of GC Europe. (Photo: Antje Isbaner, OEMUS MEDIA AG)

clinical performance in comparison with glass-ionomer cement. The results of this study conducted over 48 months contributed to the development of the next stage in EQUIA's evolution: the EQUIA Forte, which was being introduced for the first time at this year's IDS.

During his presentation, Dr Javier Tapia Guadix, DDS and member of the GC advisory board for restorative dental medicine, announced a paradigm shift in composite layer technology. Essentia lays claim to being a simplified, minimalist system lacking any unnecessary complexity and aimed at making it possible to provide for simple and

aesthetically satisfactory treatment. It only requires three dentin shades with increasing colour saturation and decreasing opacity as well as two shades of enamel.

With the lecture by Prof. Marleen Peumans, KU Leuven/BIOMAT, University Hospitals Leuven, the focus next turned to research and production of materials suitable for CAD/CAM blocks. GC offers the hybrid ceramic CERASMART, made of ultrafine, uniformly dispersed fillers. The material demonstrates a high degree of material hardness without residual tension. In-vitro studies at the KU Leuven/BIOMAT showed that CERASMART also demonstrates a high degree of resistance against mini-fractures.

Remaining within the field of digital dentistry, Prof. Dr Wöstmann, Director of the Polyclinic for Dental Prosthetics at the Justus-Liebig University Gießen, then moved on to the topic of intra-oral scanners. He sees in them one of the most interesting developments in modern dental prosthetics and attributed a high degree of precision to the new powder-free Aadva IOS from GC.

Next, Michael Brusch, MB Dentaltechnik, introduced a new product in the field of dental technology. The ceramic Initial LiSi was developed exclusively for lithium-disilicate frameworks and is particularly impressive in terms of handling and combustion.

To conclude, Michele Puttini, President of GC Europe, offered an overview of the innovative products being introduced under the motto "Welcome to the GC Smart Age" at this year's IDS. ◀◀

## Austrian dental products manufacturer W&H celebrated anniversary at IDS



• CEO Peter Malata and Sales Director Roland Gruber led the press event. (Photos: Christin Bunn, OEMUS MEDIA AG)

An eye on current trends and the needs of its customers combined with always being a bit ahead of the rest when it comes to sensing what sort of innovations are coming next equals 125 years of company history that can attest to the fact that a family culture steeped in tradition and the latest in dental technology can fit together quite nicely. It was because of this that W&H extended an invitation to a media event held in the stylish setting of the Flora on Cologne to speak about past milestones and its latest innovations during IDS.

Europe's first mechanical hand-piece and elbow component, the first endo-elbow element with reciprocal action, the first combination cleansing and care device for instruments, the first sterilisable nozzle with a 5-setting LED for shadow-free illumination—at W&H there have been a great many firsts that have significantly contributed to advances in dental medicine. The company's success has resulted, said both Peter Malata, W&H CEO, and Roland Gruber, Chief of Marketing, mainly from the "get connected" concept that has been a constant at W&H.

In achieving its lasting success, the company relies on a broad network of partners. This means that the company's intention, both now and for the future, is not to serve as a full-range supplier of products and services but rather to present itself to customers as a solution provider. The primary tool the company uses to achieve this is to enter into collaborative relationships with partners, as

the company demonstrated by partnering with Proxeo and the YOUNG system or through the Bone & Tissue Days taking place in December of 2015 in Salzburg. This approach is an example of how to bundle together the strategic skills that other companies provide in order to offer the customer more diversity and greater efficiency in daily operations.

After Malata went over current business-related strategic data, it fell to Gruber to cover all the new product innovations that have recently been introduced to the market during this year, the company's anniversary. In doing so, the company again demonstrated its expertise in developing products for the fields of parodontology and prophylaxis, oral surgery and implantology, restoration and prosthetics as well as dental hygiene and care.

Around 270 guests gathered in the Flora Palais to duly mark the company's anniversary. Included among them were both domestic and international distribution partners as well as W&H employees. Imposing chandeliers, an appealing display of lighting effects and colours and a striking array of other events helped make the evening a success while the "get connected" concept was once again on display. Alongside the music that accompanied the gala dinner, the West African drumming performance marked the climax of the evening's events. The Festsaal was employed to its fullest, which contributed to an atmosphere unlikely to be forgotten anytime soon. ◀◀



• Musical performances at the gala dinner.

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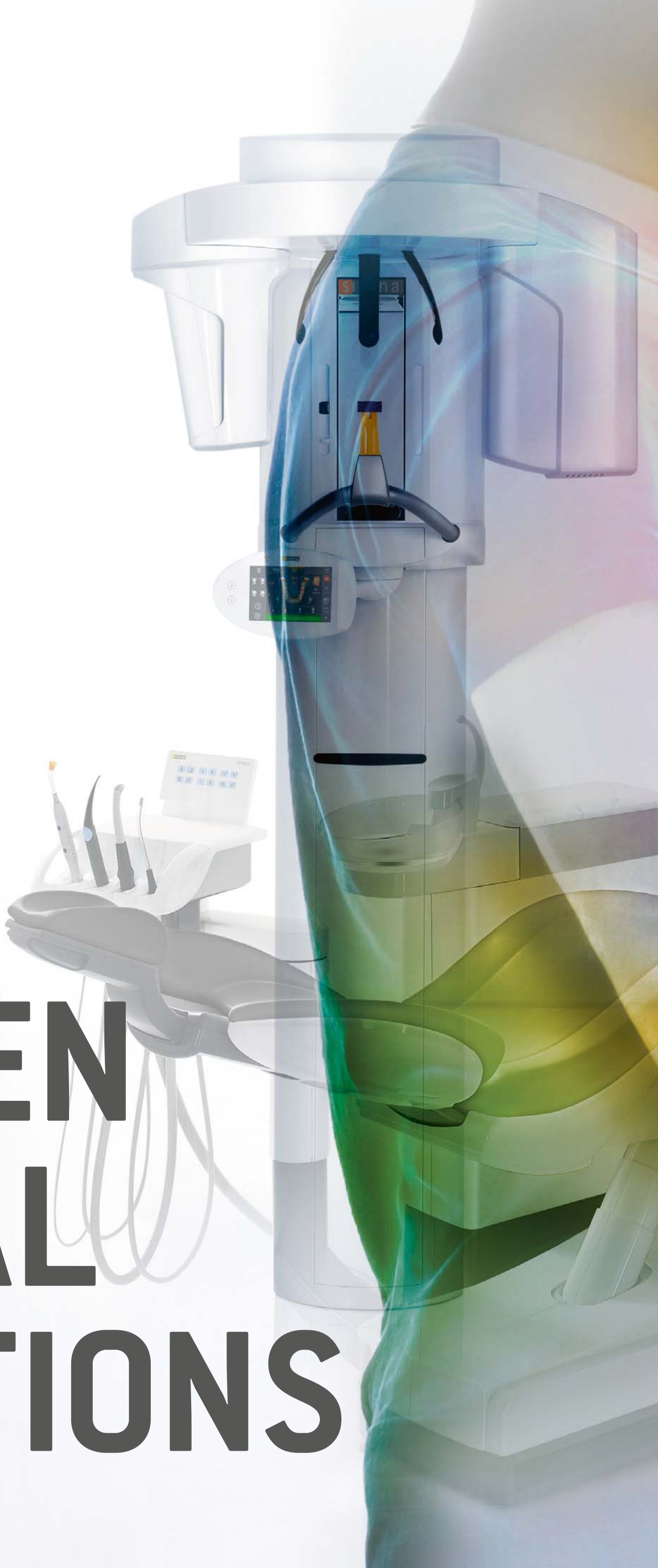
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# PROVEN DIGITAL SOLUTIONS



# New visions and perspectives at IDS

Shofu reports strong interest in digital camera and CAD/CAM materials

Simply polishing to a high gloss finish, easily taking photographs or milling precisely—In mid-March, SHOFU Dental presented clinically proven as well as improved product novelties in the areas of CAD/CAM materials, polishing systems and dental photography to visitors of IDS. Whether it was the versatile digital camera EyeSpecial C-II, the millable hybrid ceramic SHOFU Block HC and Disk HC, or the established composite Super-Snap polishing system kit, which was expanded in Cologne with two new X-Treme disks—the Japanese company demonstrated that it can provide a full range of customizable product solutions of the highest quality and performance for all dental needs and interests.

Especially designed for the use in dental practices and combining simple and safe handling with a broad spectrum of indications and diagnostics, the Shofu digital camera EyeSpecial C-II, which through a 12-megapixels sensor and 5x optical zoom features the latest in digital technology,

turned out to be a magnet for visitors. Whether documenting the treatment procedure of a regular, risk or orthodontic patient, its preset dental photo modes make sure the camera provides convincing image quality from every angle and in every mode.

Many dentists also headed to the counters for the innovative SHOFU Block HC and Disk HC-discs. Owing to their special combination of materials, the highly-aesthetic hybrid materials offer exceptionally high light transmitting properties, as well as high stability and flexural strength and are thus indicated for both individual anterior tooth restorations as well as for durable restorations in the posterior area.

The two new Super-Snap X-Treme polishing disks were another highlight at SHOFU's presentation. Compared to the previous green and red Super-Snap disks, they are thicker and allow for a higher contact pressure during polishing. Dentists were particularly interested in the red Super-Snap X-Treme disks, which fea-

tures a new three-dimensional coating that SHOFU said reliably prevents clogging or clumping on the disk surface as well as secondary scratches. Notably popular with dentists were the test and entry-level kits for the composite system Beautifil-Bulk, which, while only introduced to the market six months ago, has already become a standard material for Bulk-fill restorations in many dental practices owing to its two viscosities.

However, SHOFU did not only focus on the presentation of product novelties during IDS but also on providing a pleasant atmosphere in order to facilitate an intensive exchange with the entire dental practice team as well as to convey practical tips.

“For ourselves, the IDS always serves as an important information and communication platform,” emphasised Marketing and Sales Manager Martin Hesselmann. “The immediate face-to-face contact and feedback from dentists and trading part-

ners means a lot to us. This always provides a source of inspiration.”

“Moreover, the IDS has shown that our new products meet and satisfy the demands and wishes from

dentists for perfectly coordinated as well as handy and safe applicable systems. This is also reflected in our order books. The orders we received during IDS have clearly exceeded our expectations.”



EyeSpecial C-II dental camera

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## Planmeca Planscan

Planmeca's full range of open CAD/CAM solutions for dentists and dental technicians now includes the world's first dental unit integrated intraoral scanner. The integration of Planmeca Planscan with Planmeca dental units will allow for a smoother workflow, according to the company.

Owing to the unit's Full HD tablet device, the dental team has uninterrupted and optimal access to live scanning data. The scanner also provides practical sound guidance to ensure optimal data capture. Planmeca Planscan can be conveniently controlled via the dental unit's wireless foot control, leaving the user's hands free for scanning and patient treatment. The foot control also allows easy toggling between prep, opposing and buccal views, so that the clinician can focus on scanning without interruptions. Hands-free operation also guarantees impeccable infection control.

Planmeca Planscan has been designed for an efficient workflow and is used just like any other dental instrument. It can be shared effortlessly between users. The plug-

and-play scanner can also be easily installed in different dental units and different rooms. The flexible licensing system enables different CAD/CAM work phases (scanning, designing and manufacturing) to be performed simultaneously by different users.

The system is built on Planmeca Romexis, the first software in the world combining CAD/CAM and X-ray imaging. This means that all images and scans are conveniently available through one user interface

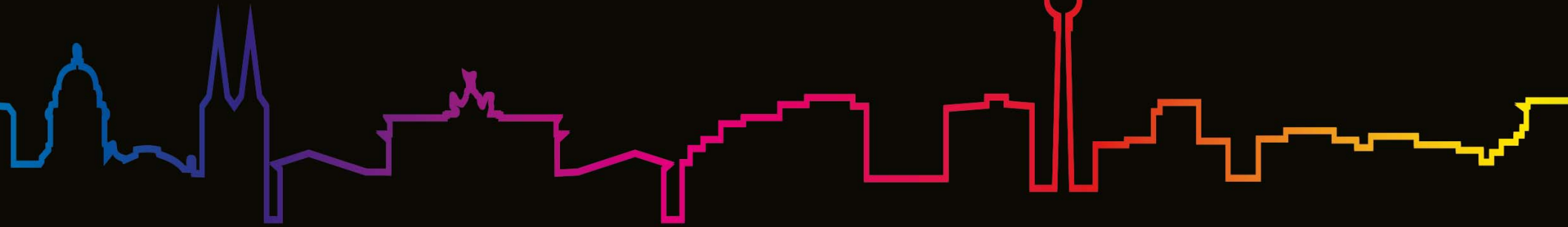




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Akinobu Ogata (guest)



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Antonio Saiz-Pardo Pinos



August Bruguera



David Gerdolle



Fernando Rey



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Jason Smithson



Javier Tapia



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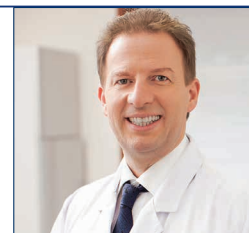
**Interview**  
Commercial President of EMEA at KaVo Dental explains what the portfolio of leading brands stands for.

» page 2



**Products**  
Advanced technologies brought under one global platform—KaVo Kerr Group presents 35+ products at IDS.

» page 8



**Interview**  
A dentist shares about his experiences with the OP300 Maxio, an innovation in the field of 3-D imaging.

» page 14

## KaVo Kerr Group at IDS 2015 — drumming to the beat of innovation

by Sierra Rendon & Claudia Duschek, DTI

■ At this year's International Dental Show (IDS), which took place from 10 to 14 March in Cologne, attendees had the opportunity to explore innovative technologies and products brought together on a global platform by the KaVo Kerr Group. The company presented more than 35 new products at IDS, including offerings in digital imaging, CAD/CAM, operatory units, handpieces and a wide range of consumables that aim to render dental professionals' work faster, easier, more accurate and more flexible.

*“Innovation means raising standards of care.”*

Formed in February 2014, KaVo Kerr Group—composed of 14 brands and companies—has more than 500 years of combined experience and reaches 99 per cent of dental practices around the world. The portfolio of brands includes KaVo, Kerr Restoratives, Kerr Prevention, Kerr Endodontics, Kerr Rotary, Pentron, Orasoptic, Pelton & Crane, Marus, DCI Equipment, Gendex, DEXIS, Instrumentarium Dental, SOREDEX, i-CAT, NOMAD, Implant Direct, and Ormco. The portfolio of brands is interconnected by common values of trust, experience, choice, quality and smart innovation.

“It is exciting to interact with so many of our international customers at IDS,” said Matt Garrett, KaVo Kerr Group's Global Vice President of Marketing, Dental Technologies. “This is our first opportunity to share our identity with a global audience,



LED drummers perform in synchronization with a dynamic product presentation during the Art of Innovation event, held at the Flora Köln, to introduce the KaVo Kerr Group to a global audience. (Photo/Markus Mahle)

and our booth is designed to engage their senses as we as the clinician's intellect.”

### **KaVo Kerr Group booth the spot for technological advances**

Through extensive live surgery demonstrations and hands-on sessions, IDS visitors were educated and informed about the benefits of using these both new and tried-and-true products individually as well as part of a broader workflow solution.

For example, Isabel Baur, International Product Manager CAD/CAM at KaVo Kerr

Group, demonstrated the functions of the Lythos intraoral scanner to hundreds of attendees. “This scanner takes 1.2 million images per second,” she explained. “It's very easy for anyone to learn how to do. The learning curve is very quick.”

The Lythos scanner allows clinicians to capture highly detailed images in seconds without powder; in addition, they can easily rescan at any point, review data at any time and use the touchscreen to rotate the model in an infinite number of ways. Once the data has been scanned, clini-

cians can proceed to complete the design in-office or wirelessly upload complex design cases via the cloud to KaVo's Remote Design Service.

KaVo has been an industry leader when it comes to CAD/CAM, having first joined the market about ten years ago. With the KaVo Everest engine, the company was the first in the market to be able to mill zirconia.

# What is KaVo Kerr Group?

An interview with Stanzi Prell, Commercial President of Europe, the Middle East and Africa at KaVo Dental, on what the KaVo Kerr Group represents to the dentist and to the global marketplace.

**On 10 March, KaVo Kerr Group hosted an event at the International Dental Show in Cologne to formally introduce KaVo Kerr Group to an international audience. Beyond the celebratory nature of the night, what key messages did you hope to convey to those in attendance?**

KaVo Kerr Group represents outstanding brands that 99 per cent of dental practices use and trust every day. As the global leader in innovation, we are committed to enhancing clinical outcomes and improving workflows that simplify and improve the lives of both clinicians and patients. The night is not just about announcing 35-plus new products, but about connecting those products to results that meaningfully impact the lives of the people we serve.

**It is comprised of brands that are instantly recognisable, but what does KaVo Kerr Group stand for?**

KaVo Kerr Group is a platform that unites 14-plus brands that represent more than 500 years of combined experience. We compete in a breadth of categories – including hygiene, restorative, traditional equipment, imaging, implants, specialty and special markets. Most of our customers don't realise that the brands they use and trust every day are actually produced by the same global dental company. By bringing all our brands together, we can leverage our portfolio of resources—particularly research and development—to achieve our goals of simplified dentistry and enhanced clinical outcomes.

**What can you tell us about the timing of KaVo Kerr Group's formation? What made this past year the right time to bring the brands together in this more formal way?**

KaVo Kerr Group truly originated back in 2004, when our parent company, Danaher, acquired KaVo and Gendex, followed shortly by DEXIS, Pelton & Crane, and Sybron, which brought in Kerr and Ormco. Of course, many followed as time went on, including DUX Dental just last summer. We were fortunate to have been able to assemble such an outstanding portfolio of brands over the past ten years. The formal name KaVo Kerr Group was articulated just last year and will define our global dental business and portfolio of brands.



• Stanzi Prell, Commercial President of Europe, the Middle East and Africa at KaVo Dental (middle), spoke at the Art of Innovation night. (Photo/Robert Strehler)

and lives. We believe that creating a more efficient workflow is a crucial first step in making dentistry more accessible to people in need of care.

**What makes innovation smart—or, more specifically, how is the KaVo Kerr Group approach to product development generating higher quality launches?**

There are really two main components that shape our definition of “smart innovation.” Both are based on values articulated within the wider Danaher culture. First is

*“We are committed to enhancing clinical outcomes and improving workflows.”*

**What do you see as the connective tissue between the products united on this platform?**

We share five core values: trust, experience, choices, quality, smart innovation. More importantly, all our brands are passionately focused on helping dental professionals confidently optimise their work

the principle that, “Customers talk, we listen.” Our innovation is smarter because it is customer-centric, driving creative solutions to directly address customer needs. Second is the idea that, “Continuous improvement is our way of life.” Being No. 1 in market share is good, but we set a high bar for ourselves to constantly strive to do better, no matter where we rank.

*“Customers talk, we listen.”*

**Nobel Biocare is the most recent addition to the Danaher dental platform. How does it relate to KaVo Kerr Group?**

Nobel Biocare and KaVo Kerr Group sit side by side within the Danaher Dental Platform, and we are very excited to be working with the truly impressive Nobel Biocare team. Together, Nobel Biocare and KaVo Kerr Group are cornerstones of the Danaher dental platform. As you know, we have an outstanding set of brands including Nobel Biocare, KaVo, Kerr, Ormco, i-CAT, Instrumentarium, DEXIS, Gendex and many more with which we serve most dental professionals around the world. Each one of these brands has selected the most appropriate route to market for their specific clinical end users. Our operating companies are part of one dental platform but operate as their own units. Teams across the Danaher dental platform will partner to identify ways to work together in creating value for the dental professional.

**In an ideal picture, how do you want dentists to see or interact with the KaVo Kerr Group brand? What should it mean to them?**



Clinicians are passionate about their patients, and we want them to see KaVo Kerr Group as a halo, identifying the brands and products that can help them yield better clinical outcomes. We also know that improved workflows means more efficient practices that allow our customers to either see more patients or see the same patients in less time. We want the members of KaVo Kerr Group to share an instant credibility for the integrity of the products and relationships we represent in the dental industry. ◀

# SMALL HEAD BIG DEAL

20%  
smaller\*

43%  
smaller\*



\* Head sizes in comparison with the world's favorite High Speed Handpiece, the KaVo GENTLEpower 25 LP

The new KaVo MASTERmatic High Speed Handpieces



KaVo. Dental Excellence.

It was also the first to offer a 5-axis simultaneous milling machine, allowing for demanding geometries and undercuts.

The first generation of Everest, could fabricate up to two discs at once and, since the 2013 launch of Everest CAM2 upgrade, up to eight single-unit glass ceramics and composite blocks simultaneously. Following the launch of Everest, KaVo developed the ARCTICA system in 2012. This system also offers 5-axis simultaneous milling but in smaller dimensions, targeting practice laboratories and dentists interested in providing in-office, or chairside, restorations.

Dr Fabio Soggia from Turin in Italy commented: "Comparing the quality and reproducibility of milled restorations with other systems, the ARCTICA is ten times better."

### Celebrating the art of innovation

Approximately 750 people from 40 countries worldwide attended KaVo Kerr Group's Art of Innovation event as part of IDS. The group invited dental professionals, dealer partners, industry leaders, and global media representatives to the Flora Köln, a historical formal park and botanical garden adjacent to the Cologne Zoological Garden to celebrate the formation of the group and to see many of its new products up close.



• Art of Innovation venue: Flora Köln (Photo/Markus Mahle)



• About 750 guests attended the KaVo Kerr Group's Art of Innovation event. (Photo/Markus Mahle)

The evening's moderator, Tamara Sedmak, charmed the crowd as she led it through the event's many highlights. Sedmak is a former model, actress, singer, renowned journalist and TV host in Switzerland and Germany. For more than 15 years, she has been a host and commentator for a variety of media channels, and her fluency in seven languages made her the perfect presenter for this multilingual crowd.

Henk van Duijnhoven, Senior Vice-President of KaVo Kerr Group, explained what the term "innovation" stands for at KaVo: "For us, innovation means raising standards of care. In order to achieve that, we have to understand what happens in the smallest unit of dental care—the dental practice. Therefore, we are committed to listening to the voice of the customer."



• Dr Cynthia Brattesani discussed the connection between product innovation and patient care. (Photo/Markus Mahle)

***"We are committed to listening to the voice of the customer."***

He further stated that it is the goal of the group to improve treatment efficiency with the many brands of the group. While not part of the KaVo Kerr Group, Swiss dental manufacturer Nobel Biocare did join the Danaher dental platform in autumn last year, making it a strategic partner in delivering smarter, more clinically sound workflow solutions available to a wider group of dental professionals.

Moreover, Stanzi Prell, Commercial President of Europe, the Middle East and Africa at KaVo Dental, said that new digital solutions are another priority for the group, as they benefit treatment planning and bring about more predictable results.

A selection of new products on display at the company's booth at IDS were showcased at the event. Clinicians swarmed in the exhibition room to see the latest from KaVo Kerr Group's brands up close and engage with product managers.

The entertainment programme of the evening included two dancers cloaked only in neon lighting and a LED show drumming group. «



• From left: The evening's moderator, Tamara Sedmak; Henk van Duijnhoven, Senior Vice President of Danaher's dental platform; Damien McDonald, Group President, Professional Consumables; Stanzi Prell, President Commercial, EMEA, KaVo Dental; and Dr Cynthia Brattesani, dentist thought leader and speaker. (Photo/Sierra Rendon)



• Carsten Franke, Senior Director Global Marketing KaVo Kerr Group, and guests. (Photo/Sierra Rendon)



• Attendees were introduced to the new KaVo ESTETICA E80 Vision. (Photo/Sierra Rendon)



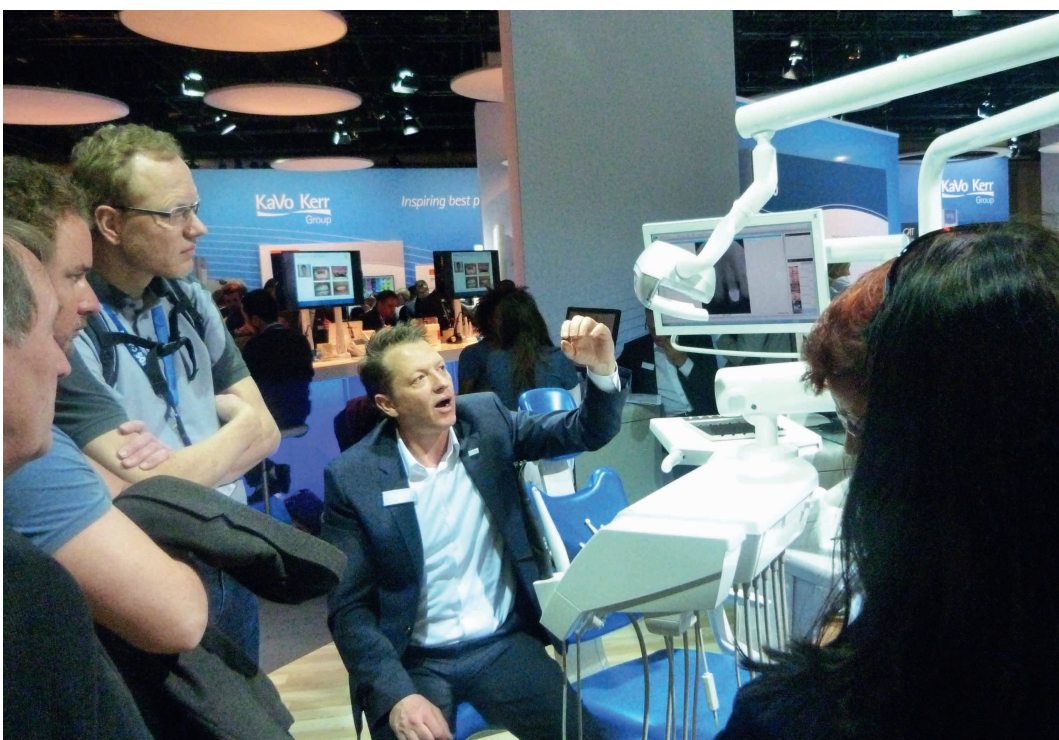
• Light muses and drummers charmed the crowd. (Photo/Robert Strehler)

• Guests had the opportunity to explore KaVo Kerr Group's product portfolio. (Photo/Robert Strehler)





• KaVo Kerr Group booth at the IDS 2015 (Photo/Markus Mahle)



• Michael Filgertshofer showed attendees the ESTETICA E70/E80 treatment unit at the KaVo Kerr Group booth. (Photo/Sierra Rendon)



• Nadine Schauflinger, International Product Manager at KaVo, shows images from the KaVo DIAGNOcam. (Photo/Sierra Rendon)



• Attendees check out the KaVo ARCTICA CAD/CAM materials. (Photo/Sierra Rendon)

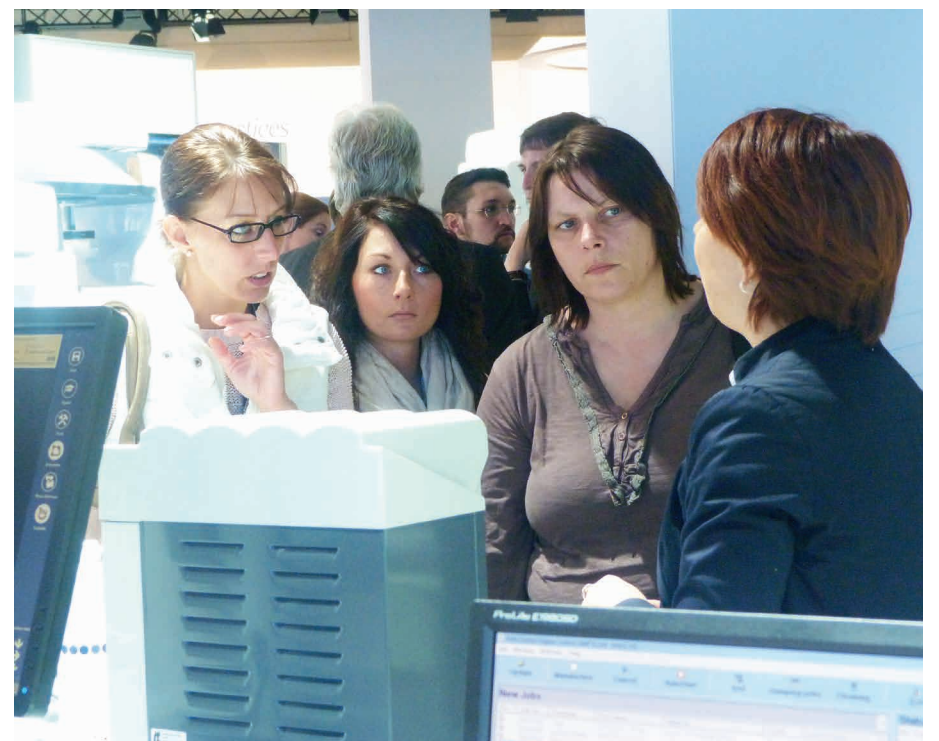


• Live surgeries at the KaVo Kerr Group booth: Jochen Kania speaks about modern IO scanning to an accurate in-office restoration. (Photo/Sierra Rendon)



• IDS visitors were introduced to the Lythos intraoral scanner. (Photo/Sierra Rendon)

• Dr Friederike Litzberger demonstrates the use of the DIAGNOcam to a crowd at the KaVo Kerr Group booth. (Photo/Sierra Rendon)



• IDS attendees gather round the CAD/CAM area at the KaVo Kerr Group booth. (Photo/Sierra Rendon)



• Also on display was the Everest. (Photo/Sierra Rendon)

• KaVo Kerr Group staff in talks with IDS visitors. (Photo/Sierra Rendon)





### In office prosthetic solution

A groundbreaking new in office prosthetic solution for dentists and implant specialists.

- KaVo has taken a totally new approach to in office prosthetics that allows doctors to produce a wider range of restorative indications with superior anatomical precision



### KaVo Lythos

*Intraoral scanner*

- Replaces traditional impressions
- Captures highly detailed images fast and easy without powder.
- Open Interfaces
- Comfortable tip



### multiCAD

*Intraoral Design Software*

- Simple 5-click-solution
- Expert mode for complex cases
- High indication variety



### Remote Design Service

*You take the digital impression, we make the design.*

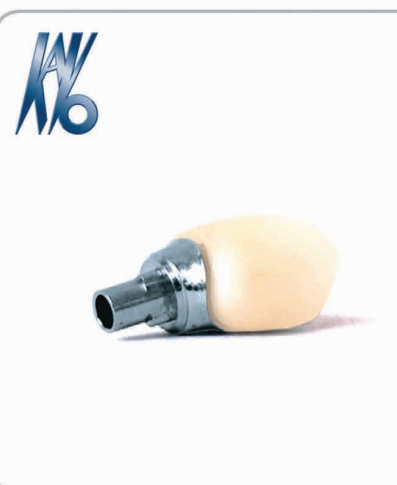
- Real time prosthetic design service
- Scan the patient using the new intraoral scanner KaVo Lythos
- KaVo certified dental technicians create the restoration design and send it back to you
- Mill the restoration with your KaVo ARCTICA Engine inhouse



### ARCTICA Engine

*Wet Milling And Grinding Unit*

- Outstanding 5-axis simultaneous milling and grinding unit delivers superior results
- Open Interfaces
- High Quality Restorations



### KaVo Preformed Abutments

*Safe time and money with in house fabrication*

- Restore implants on the day of placement with in office custom abutments and temporary crowns
- Mill customized Titanium abutments
- Mill implant crowns
- High biocompatibility



### KaVo 3D eXam+

*Cone Beam 3D system*

- Quickscan+ low dose technology
- Visual iQuity imaging technology for optimized 3D image quality
- i-Collimator for individual size of the FoV
- SmartScan Studio touchscreen operation for an even faster workflow



### KaVo OP300 Maxio

*Completely versatile 3-in-1 imaging system*

- Low Dose Technology for high image quality at very low radiation
- Maximum flexibility due to 5 Fields of View (FOV)
- Easy, intuitive operation thanks to the newly designed touch-panel user interface



### CliniView 11

*Imaging software*

- New database concept with iPad and browser app allows access from any device – PC, Mac, iPad, Android Tablet and Smartphone
- Ready for future cloud services



### Dental Teacher

*System for fast and objective tooth preparation validation*

- Objective, computer-based validation
- Time saving: only two minutes for scan and evaluation
- Result in metrics with clear graphics
- The Dental Teacher System includes a 3D scanner, PC and 3 software modules.





**MASTERmatic**

*High speed handpiece series*

- 20% Smaller head size for best access and view
- Maximum precision thanks Triple Gear technology
- Uniquely reliable with carbide metal chucks



**MASTERsurg**

*Customizable surgical unit*

- SMART drive technology for high torque and minimum vibration at start
- Graphical real-time display of torque and digital data
- One Touch Auto Calibration
- Wireless Foot Control



**MASTERtorque mini**

*Top-end turbine*

- Smaller head for better access
- DST active brake system stops the bur within one second
- Silent operation up to 59 dB(A)
- High Power with up to 19 Watt



**PROPHYflex Perio**

*The PROPHYflex perio tip enables the subgingival and supragingival cleaning with the PROPHYflex*

- Markings for better overview over treated areas
- Slim shape for great access
- Focused stream for targeted air-polishing



**ESTETICA E70/E80**

*Treatment unit with innovative suspended chair*

- New design for optimum ergonomics
- Hygiene center with automated cleaning programs
- Modern patient communication with integrated intraoral camera
- New KaVo HD Touch Screens



**ESTETICA E50 Life**

*Patient chair*

- New design for optimum ergonomics
- Modern patient communication with integrated intraoral camera
- Unique software system CONEXIO for direct access to relevant patient data



**CONEXIO**

*System software*

- CONEXIO supports the daily workflow with intelligent functions and easy operation
- Direct access to relevant patient data before and during treatment
- Simple network configuration and automatic installation of hardware components



**Digital Services**

*Powered obturation unit with no strings attached*

- Predictable results: high quality 3D fill
- Ease of use: motor-driven extruder for better control and tactile feel
- Intuitive: easy set-up, friendly handling, full control for safe results



**Maxcem Elite**

*Self-etch, self-adhesive resin cement for indirect restorations*

- Enhanced bond strength
- One-peel clean up
- Compatible with all indirect restorations. Anterior or posterior ceramics, PFMs and metal restorations, and CAD/CAM materials



**Cleanic Berry Burst**

*The one-step prophylactic-paste*

- Patented Perlite technology featuring integrated abrasion variability
- All in one: universal prophylactic-paste guarantees outstanding results
- Time saving: from cleaning to polishing in one step

**Kerr****elementsfree**

Powered obturation unit with no strings attached

- Predictable results: high quality 3D fill
- Ease of use: motor-driven extruder for better control and tactile feel
- Intuitive: easy set-up, friendly handling, full control for safe results

**Kerr****SonicFill 2**

Sonic-activated bulk-fill composite

- One-step filling system
- No voids
- High depth of cure, low shrinkage

**Kerr****Herculite XRV Ultra Flow**

Nanohybrid Flowable Composite

- Outstanding flexural strength
- Easy polishability
- Excellent gloss retention

**GENDEX****GXPS-500**

Intraoral imaging plate system

- Film-like workflow with the benefits of digital imaging
- Image readout in 5 to 7 seconds
- Eliminate chemicals to create a safer work environment
- Always-ready function for instant image acquisition

**GENDEX****GXDP-800**

Upgradeable 3-in-1 Imaging System

- Dose Reduction Technology DRT
- PerfectScout preview function offers precise FOV positioning
- FOX Technology (Focus Optimized X-ray) features a V-shaped X-ray beam for optimized projection

**i-CAT****i-CAT FLX**

Award-winning Cone Beam 3D System

- Visual iQuity Technology
- QuickScan+ For Low Dose Scans
- Ergonomic Stability System ESS

**Implant Direct**  
simply smarter.**SwishActive**

Bone-level implant

- Conical Connection
- Platform Switching
- Compression Threads

**i INSTRUMENTARIUM****Express Origo**

Intraoral imaging plate system

- Comfortable imaging plates are as easy to position as film
- Shows diagnostic information even in the smallest detail
- Fluent and smooth workflow

**i INSTRUMENTARIUM****ORTHOPANTOMOGRAPH OP300 Maxio**

Completely versatile 3-in-1 imaging platform

- Panoramic, Cephalometric and Cone Beam 3D
- Revolutionary Low Dose Technology LDT
- Automatic Dose Control ADC
- 5 FOV from 5x5 cm to 13x15 cm

**i INSTRUMENTARIUM****ORTHOPANTOMOGRAPH OP30**

Digital 2D Panoramic

- Distinctive design
- Reliable quality
- Professional tools for standard panoramic imaging needs

**NOMAD**

**NOMAD PRO 2**

*Handheld X-ray generator*



- Battery-powered X-ray system
- 100s of exposures per charge
- 2 Interchangeable handset grips

**ORASCOPTIC**

**EyeZoom**

*First and only adjustable magnification loupe*



- 3 Magnification levels from 3x-5x
- HD Resolution
- Lightweight magnesium bezel

**Ormco**

**Lythos**

*Digital impression system*



- 1 Convenient scanning method creates data for all intended appliances and records
- Lightweight ergonomic wand is attached to the easily transportable unit
- Innovative video technology capturing data in real time

**Ormco**

**INSIGNIA**

*Advanced Smile Design and Custom Appliance System*



- Multiple data points design accurate 3-D models
- Patient-specific brackets built with the end-result in mind
- Custom wires result in fewer finishing appointments
- Precision placement guides minimize mid-treatment adjustments

**Ormco**

**DamonClear 2**

*The only 100% clear self-ligating bracket*



- 2x Times the rotational control due to a new ultra-precision slot for meticulous finishing and faster treatment
- Patented SpinTek slide for easy wire changes
- Patented laser-etched pad for optimal bond strength and reliability

**Pelton & Crane**

**Spirit 3300**

*Dental chair*



- Narrow backrest design
- Allows for best clinician posture and oral cavity access
- Dual touchpads with new one-touch programming simplify chair operation

**SOREDEX**

**CRANEX 3D**

*Versatile panoramic with Cone Beam 3D and cephalometric options*



- Fast and low dose 3D imaging with SOREDEX Minidose solution
- Diagnostic value in implantology and a special high resolution 3D imaging developed for accurate endodontic treatment planning
- 2 FOVs: 6x4 and 6x8 cm

**SOREDEX**

**CRANEX 3Dx**

*3-in-1 imaging system with two optional large fields-of-view*



- 5 FOVs: 5x5, 6x8, 8x8 cm standard and optional 8 x15 and 13x15 cm
- Unique AES hybrid: Automatic Exposure Settings in panoramic, cephalometric and 3D imaging
- Application areas cover the whole craniomaxillofacial region

**SOREDEX**

**CRANEX Novus e**

*Easy-to-use digital 2D Panoramic*



- Fast – adult panoramic image in only 9 seconds
- Sectional panoramic programs (5 freely selectable regions)
- Accurate patient positioning

**SOREDEX**

**DIGORA Optime UV**

*Intraoral imaging plate system*



- Unique end-to-end hygiene concept
- Improved image resolution and 2-year warranty
- Intraoral sizes 0, 1, 2, 3 and Comfort Occlusal C4

What do  
you have in  
common with  
99% of dental  
professionals  
around the  
world...



**DEXIS**

*Pelton & Crane*

**GENDEX**

 **ORASCOPTIC**

**i-CAT**

 **marus**

**NOMAD**

**PENTRON**

**Ormco**

 **INSTRUMENTARIUM**

 **Implant Direct**  
simply smarter.

 **SOREDEX**

...our outstanding portfolio of  
award-winning brands that you  
use and trust everyday.

**KaVo Kerr**  
  
Group

*Inspiring best practices*

[KaVoKerrGroup.com](http://KaVoKerrGroup.com)

# “I can recommend the OP300 Maxio in good conscience”

An interview with dentist and implantologist Dr Frank Liebaug.

With the ORTHOPANTOMOGRAPH OP300 Maxio, a device that offers numerous advantages to both specialists and general dental practitioners, the KaVo Kerr Group presented an innovation in the field of 3-D imaging at this year's International Dental Show. Dr Frank Liebaug's practice for laser and implant dentistry was the first German practice to be able to test the

wide range of treatments, from single-tooth implants to major oral and maxillofacial surgery and the planning of orthognathic surgery.

The wide range of examination areas in comparison to competitors, and, at the same time, the option of very high resolution, namely about 85 µm, were two particularly

somewhat lowers the exposure factors in the facial skull so that the soft parts, such as nose, cartilage, skin and subcutaneous components can be well represented at a further reduced radiation dose.

Finally, I would like to talk about the metal artefact reduction function (MAR). This technology reduces the influence of



Dr Frank Liebaug, dentist and implantologist, tested the OP300 Maxio in his practice.

what to expect in advance, and will not be met with any unwanted surprises during surgery.

The total time of treatment, including diagnostics, measurement and evaluation time may not be reduced directly, but the operation time is probably reduced thanks to the improved options for pre-orientation and planning of access routes. The OP300 Maxio also provides the option of connecting the supplied evaluation software to a program for the production of drilling templates, which once again increases the patient's safety. When used correctly, the OP300 Maxio makes implantology less risky and easier in its clinical implementation.

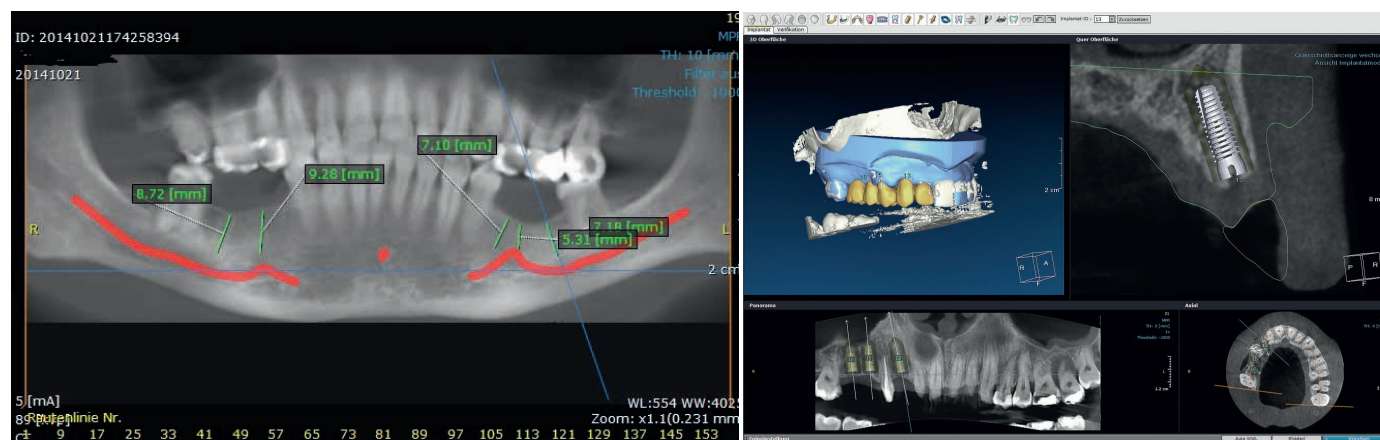
## How do your patients react to the OP300 Maxio?

The patients have consistently demonstrated a positive response. On the one hand, they noticed that an innovative new device has been introduced into the practice, which provides us as a treatment team with a high information content. On the other hand, communication with patients has also generally improved, both in terms of the pre-operative explanation and the provision of information during continued treatment. The patient can visualise the treatment much better using the 3-D representation rather than a 2-D image. This enables me, as a dentist, to better explain the risks to the patient on the one hand, and the reasons for choosing the respective surgical procedure or treatment on the other hand.

## How would you advise colleagues who are thinking about purchasing an imaging system like the OP300 Maxio?

He or she should first consider the range of treatments available in his or her practice or clinic and the direction he or she would like to develop in the future. Building on that, he or she should compare the devices that are currently on the market that offer the best possible choice of volume sizes and highest possible resolution for his or her indication, and that have low radiation exposure despite very good pictorial representation—a factor that will become increasingly important for patients in the future when selecting their practice.

When selecting new technologies, one should always be aware that the quality of an X-ray or a three-dimensional volume representation and the diagnostics that are made based on this representation can be crucial for the success or failure in a patient's treatment. In this regard, I can recommend the OP300 Maxio in good conscience. «



Representation of anatomically vulnerable structures. Here: Canalus mandibularis before implantation. Implant planning and bone measuring.

X-ray system in everyday clinical use. In this interview, the dentist talks about his experience with the new system.

## Dr Liebaug, how many patients do you treat per week and what treatments do you primarily perform?

In principle, our practice covers the entire spectrum, from conservative to surgical treatment, including examination, medical history and assessment as well as periodontal, endodontic and prosthetic treatments and implant-based or oral surgical procedures. On some selected days, we also perform surgical procedures under anaesthesia with the assistance of an anaesthetist. Depending on treatment complexity, between 150 and 200 patients are treated here per week by three treating physicians.

## What is important to you in an imaging system in the context of these daily practice activities, and what have you paid special attention to when comparing different product options?

Before selecting a system, I looked at various manufacturers and device types, and also had the opportunity to see devices from different manufacturers in action at the Shandong University in China and three Chinese private clinics through my international activities and to evaluate their results.

The wide range of treatments offered at our practice requires a universal device that combines the relevant factors for implantology and endodontics. It's not exactly easy to find this type of device on the market. There are device manufacturers that only offer very low volume sizes, but at a very high resolution. With the new OP300 Maxio, I have found a device that offers four different areas of examination as standard, with even an additional volume size as an optional extra. The different volume sizes from 5 × 5 cm to 13 × 15 cm are suitable for an extremely

important criteria for me when selecting an X-ray and 3-D imaging system.

## Were there any other aspects and properties that affected your decision to opt for the OP300 Maxio?

Another aspect that is important to me is the Low Dose Technology, which, despite very low radiation exposure, allows for easily evaluable presentations that are made possible thanks to features such as the automatic beam adjustment known as Automatic Dose Control (ADC). The ADC function takes into account the patient's

**“OP300 Maxio makes implantology less risky and easier in its clinical implementation.”**

anatomy, which in turn leads to an improvement in image quality and image information despite the low radiation dose.

Another special feature is the Automatic Spine Control (ASC) function. With panoramic tomographic imaging, the image information in the frontal region is usually not as good as in the lateral areas due to the superposition of the spine. Through the application of ASC, the automatic dosage is readjusted so that an optimal image quality is achieved especially for this area, eliminating the need for additional recordings. This reduces the patient's radiation exposure.

The Automatic Facial Contour function (AFC) is also relevant for orthodontics or orthognathic operations in which images of the facial contour are required. When performing the X-ray, this automatic function

scattered radiation that occurs in very dense structures in the X-ray volume. This improves the representation of teeth with filled root canals and endodontic posts in particular, and allows for better assessment of the immediate area around metallic implants. This is another function that I don't want to miss in the future.

## With your practice focus on implantology, how has the OP300 Maxio become part of that workflow? What are the differences in terms of treatment planning or other aspects of care?

The OP300 Maxio allows for comprehensive pre-implantation diagnosis, which provides increased safety both for me as a physician and also for the patient. We can use the device to successfully represent and measure the bone supply, vulnerable anatomical structures and nerve exit points in advance. This then allows us, for example, to draw conclusions about the nerve paths and leads to a significant reduction in the risk of injury during the operation. As a treating physician, I can use the diagnostic spectrum of the OP300 Maxio to work out

**“It's not exactly easy to find this type of device on the market.”**

# How to achieve simplicity and predictability in using bulk fill composites

How the SonicFill 2 system facilitates optimal results in posterior restorations.

by Mattia Marelli, Product Manager, KerrHawe SA

While not a new concept, the popularity of bulk fill composite materials has grown rapidly in recent years. And, it is easy to understand why: these products reflect an unmet need to simplify one of the most tedious and exacting dental procedures—posterior resin composite restorations.

KaVo and Kerr addressed this need by leveraging their respective areas of expertise to deliver SonicFill, a posterior composite system that improves adaptation, provides better sculptability, lowers shrinkage stress, improves curing characteristics, and has the strength, durability and aesthetics one would normally expect from a posterior composite.

SonicFill is the only bulk fill composite able to combine all the placement advantages of a flowable with the strength of a highly filled resin composite, in a single material. Kerr's SonicFill composite incorporates special modifiers that react to sonic energy delivered by the KaVo handpiece. These modifiers dramatically lower the viscosity of the composite during placement, providing superior adaptation to the cavity walls and reducing the voids, gaps and seams typically found between composite layers. The composite then returns to a non-slumping, sculptable state, making contouring anatomy fast and efficient.

Along with a 5 mm depth of cure and less shrinkage stress than a layered composite, SonicFill allows dentists to reliably place most posterior restorations in just one step.

Kerr, a Danaher company, and part of the KaVo Kerr Group, is one of the world's leaders in dental and endodontic equipment and instrumentation. "Customers talk, we listen," is the driving force behind all new product introductions, and the reason the KaVo Kerr Group maintains this market leadership position today. SonicFill is KaVo Kerr Group's response to the clearly articulated customer need for a reliable and easy placement technique for posterior restorations without clinical compromise.

Customers have enthusiastically embraced the SonicFill system, finding that it makes appointments less stressful and outcomes more predictable—benefiting both the doctor and the patient.

KaVo Kerr Group is committed to supporting and expanding its exclusive innovation all around the globe, and is happy to announce SonicFill 2, to be introduced in the first half of 2015. SonicFill 2 offers improved aesthetics and even easier use, making a product so many clinicians have come to love even better. More importantly,



it retains all of the important characteristics that make it safe and effective as a single-step posterior composite system.

If you have not had a chance to view SonicFill, make sure you take the time to try it. You will see why so many doctors claim they would not want to practice

without it, and why it is responsible for so much of the growth in popularity of the bulk fill composite category around the world. «

# First in quality brings next-generation instruments

Highlighting the latest from KaVo instruments: MASTERmatic and MASTERtorque Mini.

In this interview with Andreas Thanner and Thomas Birk, Senior Product Managers at KaVo, get into some of the details behind the MASTERmatic release and its importance to the overall handpiece category.

**KaVo introduced the MASTERmatic series at the 2015 International Dental Show. Why is this a meaningful launch for KaVo?**

With the launch of the new MASTERmatic series, KaVo will cement its role as the leading innovator in the premium segment. The MASTERmatic series has a new design and new product features and will—after 12 years—replace the premium GENTLEpower series.

**What is the most significant improvement to the MASTERmatic series?**

Without a doubt, the head size reduction of the speed-increasing instrument MASTERmatic M25 L is our most important achievement. After hundreds of interviews with dentists all over the world, head size was the most mentioned product feature.

We were able to reduce the head volume, which means head height and head shape, by 20 per cent, and with the combination of the KaVo exclusive 100-degree head angle and the triple gear system, we've improved tremendously the access and view of the treatment field. In addition, we added the speed-increasing instrument MASTERmatic M05 L Mini to the series with an even 43 per cent smaller head by volume. This is specially designed for short shaft burs, so if the dentist is facing a situation where not enough space is available such as for treating paediatric or elderly patients this is the instrument to use.

**What are the other new features?**

MASTERmatic instruments belong to the Master series, which makes them the pinnacle of innovation. One valuable new feature is the changeable water filter, which gives the dentist the ability to change the clogged water filter easily by him or herself. Therefore, the instrument doesn't need to be sent in for repair and the dentist has zero instrument downtime. It is also the only speed-increasing instrument

in the market with a triple gear system, delivering a smooth and vibration-free performance. Some users will notice that we adapted the MASTERmatic design to the well-received MASTERtorque turbine, introduced at the last IDS.

**What else makes KaVo the leading innovator for dental handpieces?**

Over the years, KaVo has registered over 2,200 patents. Our ideas come directly from listening closely to customer needs. For example, the carbide bur guide for speed increasing instruments guides the dental burs and guarantees the best concentricity and durability, especially during crown or bridge cutting. The bur guide got assembled in over 1 million instruments, so this proves that our customers appreciate such unique features.

**Maintenance requirements for dental handpieces are getting stricter. How does this affect KaVo instruments?**

We are very well prepared. For years, KaVo has upheld a very high internal standard. Internal tests are up to four times

longer than required. The well-known KaVo Plasmatec coating guarantees excellent hygiene and a perfect grip, even after years of use.

**What is the Direct Stop Technology (DST)?**

The DST is an active brake system that stops the bur within one second. This is a major safety feature to secure that there is no rotating bur, when the dentist removes the turbine from the mouth or when they want to change the bur very fast.

Another big advantage is that when the patient makes a fast movement, the risk of contacting the cheek with the rotating bur is significantly reduced. With this safety feature there is no need to avoid working with a turbine and the dentist can get the full advantages of a light turbine and the special haptic advantages.

A further technical point is that the DST stops the suck back of aerosols into the turbine. «



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