

# “It is our mission to simplify dental implantology”

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Fig. 1 MIS headquarters  
(Photos courtesy of MIS, Israel).

MIS Implants Technologies is a global specialist in the development and production of advanced dental implantology products and solutions. The company, which started as a family-run business, was founded in 1995—a time when not many people understood the potential of dental implants, CEO Idan Kleifeld told Dental Tribune International (DTI) at a meeting at the beginning of 2015.

Since its beginnings, MIS has seen significant growth, especially within the past ten years. “Today, the company has succeeded in building a recognised global brand in the market and is the only non-premium company operating on a global scale,” Kleifeld said. Headquartered in Israel, MIS currently has operations in 65 countries worldwide, covering major dental markets, such as the US, China and Germany, through a well-established network of local distributors.

In 2009, MIS moved operations to a large purpose-built production complex located in a new high-tech industrial park in northern Israel. “Our location adds to our uniqueness. Israel is a country of high innovation and offers particularly favourable conditions for manufacturing, because of the quality of education and people’s high levels of motivation. Furthermore, salaries are much lower than in competitor countries, making manufacturing especially profitable,” he stated.

The MIS building in the Bar-Lev Industrial Park spans about 10,000 m<sup>2</sup> and has two production floors with 50 Swiss high-precision machines running 24 hours a day from Sunday to Friday. “The facility was designed and built for growth. In the near future, our automatic warehouse, which currently covers only half of its potential total area, will double in size,” Kleifeld explained.



Fig. 2



Fig. 3

DTI further learnt that MIS primarily produces for stock, as products must be shipped to local distributors within two working days. For increased efficiency, processes controlling quality, sterilisation, packaging and storage are largely automated. This allows MIS to produce over 800,000 implants per year.

The production site in Israel has a dedicated training centre with a fully equipped dental clinic for live surgeries. Kleifeld said, "We see education as an important tool to acquire new customers, especially in developing markets. It is an important driver in this business, and we offer doctors both fundamental and advanced training courses on MIS products and protocols."

In 2015, MIS will be introducing some important innovations. Only recently, the company officially opened its MCENTER Europe, the new MIS digital dentistry hub in Berlin in Germany, in order to meet the needs of its growing customer base in central Europe. The centre offers direct services provided by locals to local customers, bringing all MIS digital dentistry products together in one location. It is aimed at providing a comprehensive range of services to clinicians through advanced digital dentistry and CAD/CAM technologies that facilitate fast and accurate surgical implant procedures with reduced chair-side time and greater predictability in outcomes.

"We are extremely excited about the opening of the new MCENTER Europe facility, and especially proud to be able to offer MIS quality and simplicity in providing our customers throughout the region with highly accurate and efficient guided implant placement procedures and CAD/CAM solutions," said Christian Hebbeker, MCENTER Europe Manager.

In addition to the new MCENTER Europe, the company will be entering the premium segment for dental implants with the launch of a new implant system

later this year. It has a truly innovative design and consists of high-quality implants that are completely new in the market and will fit within the premium segment. MIS plans to offer this new implant system to its global distributors at the end of the second quarter of 2015, for local distribution worldwide.

The name MIS originally stood for "Medical Implant Systems". However, it is also an acronym that reflects the company's main maxim to "Make it Simple". "It is our mission to simplify dental implantology and, in order to become the preferred choice of dentists worldwide, we offer new and innovative products based on simple, creative solutions. Design and handling are made simpler, and all products are engineered to allow efficient, time-saving surgical procedures," Kleifeld said. "With this simplified approach, we are set to become the largest global dental implant producer," he added.

However, the "Make It Simple" motto appears to apply to more than the company's products. The MIS philosophy defines almost all areas of the business (from human resources to production), and the organisational structure is simple and characterised by flat hierarchies. "Make it Simple" embodies the start-up mentality that remains vibrant in a company that has become one of the largest in the global dental implant market.

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Fig. 2\_Production.

Fig. 3\_MIS Implants Technologies CEO Idan Kleifeld.