

# today

SHOW  
PREVIEW

37<sup>th</sup> International Dental Show Cologne • 21-25 March, 2017



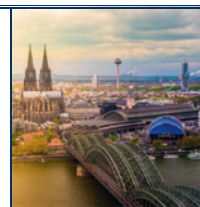
**Interview**

today international spoke with Chief Operating Officer of Koelnmesse Katharina Hamma about her expectations for the 2017 edition of the International Dental Show and what visitors can expect this year. » page 6



**Dental products in focus**

The International Dental Show 2017 in Cologne will be an excellent opportunity to see the most up-to-date technologies and achievements in the field of dental medicine. » page 18



**What's on in Cologne**

As interesting as the International Dental Show is, its doors are closing each day at 18:00. There is plenty to do in the evenings however as Cologne is a city of culture that has a lot to offer. » page 36

## International Dental Show only a few weeks away

Thirty-seventh edition of global dental industry event to start on 21 March in Cologne. By DTI

■ COLOGNE, Germany: Worldwide, anticipation is growing for the next International Dental Show (IDS) in Cologne in Germany. The 37<sup>th</sup> edition is scheduled to begin in just a few weeks' time. Plenty of innovations and new products are to be launched by some of the largest dental manufacturers in the world.

"Our new exhibitors come from various fields of dentistry and their ranges will expand the already large and diverse offering at the show. Furthermore, IDS is becoming increasingly international with companies from North America, Asia and Europe exhibiting their latest products and solutions at the event for the

from overseas, particularly from Asia, North America, Brazil and the Middle East.

Dr Martin Rickert, chairman of the board of the Association of the German Dental Industry, which is co-organising the event, said: "IDS 2015 was once again an impressive milestone in a very long success

ties that come with it. At the show, attendees are in the best hands, having tools like the new products database, IDS app and Matchmaking365 tool at their disposal," Hamma explained.

In addition to the large-scale exhibition, visitors will be able to participate in a diverse and interesting accompanying programme that includes the established Speakers' Corner, held in the passage between Halls 4 and 5 this year, as well as the recently introduced Career Day and Know-how Tours. For the last, registrants will have the opportunity to view two highly regarded dental practices in Cologne and learn how they apply state-of-the-art equipment in daily practice.

**Innovative Products are looking for Distributor**

More info, see page 20

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LESS INVASIVE

IDS 2017 Booth M060 - N069, Hall 10.2



Dental professionals from Germany and around the world will have the opportunity to see and experience the latest technological developments in their fields, including the newest dental materials, implants and laboratory equipment and state-of-the-art practice management solutions, during the five days of the show. According to the latest figures from the organisers, over 2,300 manufacturers and dealers have registered to participate in the 2017 exhibition, which has been extended again and will now be held over six halls of the Koelnmesse fairgrounds. In addition to long-term exhibitors, a number of new companies will be showcasing their portfolios at this year's event. Furthermore, joint exhibitions have been announced by dental industry associations from the US, Italy, France, Korea, Brazil and the UK, among many others.

first time," Koelnmesse CEO Katharina C. Hamma told today international in February.

Despite the worldwide recession in 2008/2009, IDS has grown extraordinarily over the last two decades, now attracting over 130,000 visitors from around the globe for every edition. Although held in Germany only every two years, the show has become one of the most important international platforms for dental manufacturers to launch new products to global markets, establish new business contacts and obtain potential new customers, according to industry experts. Figures released by the organisers after the show in 2015 showed that 70 per cent of the exhibitors came from outside Germany, and the number is expected to increase further this year. Particularly strong growth was also reported in the number of visitors

story. With the 37<sup>th</sup> IDS this year, we want to continue the successful series of the previous International Dental Shows."

He said that the event would once again cover the entire spectrum of dental products and services, such as implantology and, increasingly, orthodontics. Advancements in dental materials and their extended application in terms of their function and aesthetics will also be on display. In addition, a focus of this year's show will again be the increasing digitalisation and its impact on different fields of dentistry, an area in which the organisers have heavily invested in the last two years.

"IDS is the real focal point of a tremendously connected industry that from early on understood how to benefit from these technological advancements and the new opportuni-

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### today ← 1

“Both formats were very well received by our visitors and will be continued in 2017. While IDS focuses primarily on the business and product presentations at booths, we strongly believe that an interesting auxiliary programme can generate leads for information gathering and new business negotiations,” Hamma said.

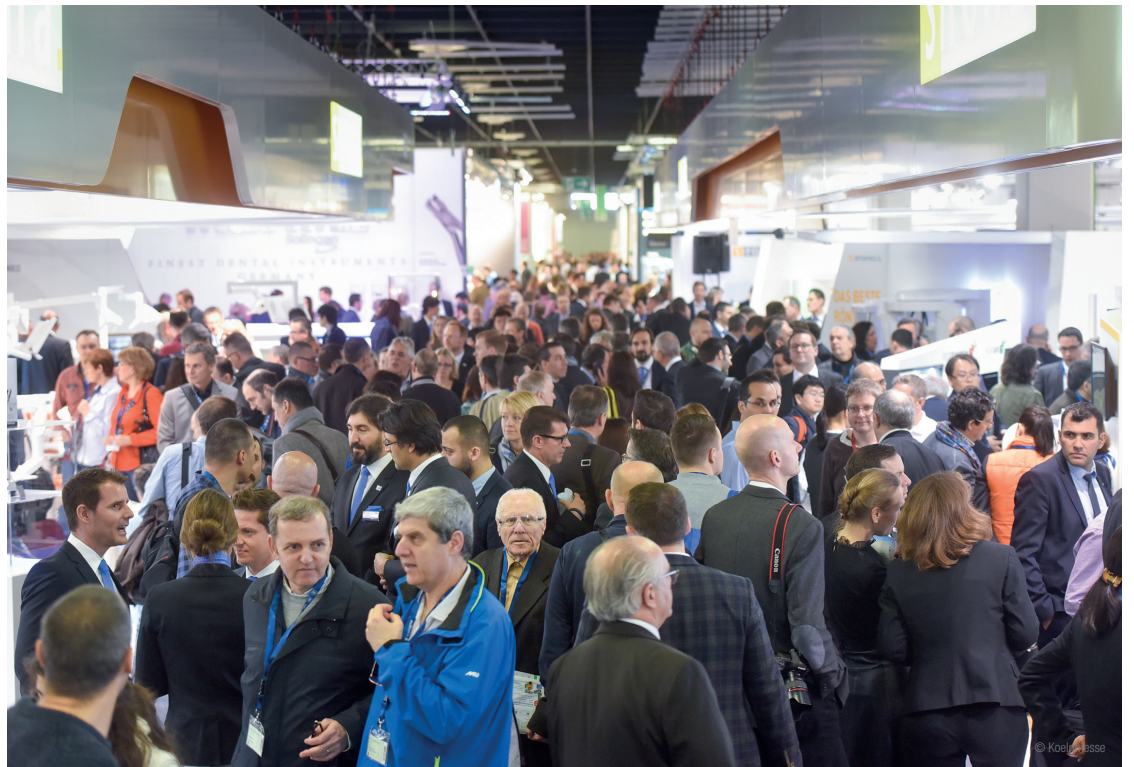
The 2017 International Dental Show starts on the morning of 21 March with Dealers’ Day. This first day of the show is traditionally re-

served for business-to-business negotiations.

At the event, visitors will be able to pick up their free copy of the *today international* show newspaper, produced jointly by Dental Tribune International and OEMUS MEDIA, with the latest from IDS 2017, new products and things to do in Cologne. Daily news updates, photographs and videos in English will also be available online at a dedicated IDS page on the Dental Tribune website. In addition, the pub-

lisher will be sending out special newsletters during the show. Dental professionals wishing to receive these can register at [www.dental-tribune.com](http://www.dental-tribune.com).

For those interested in attending the show, tickets can still be purchased on-site during the entire period of the event. The organisers are offering a number of travel discounts through their partners, Lufthansa and Deutsche Bahn (German rail). More information is provided at the official website, [www.ids-cologne.de](http://www.ids-cologne.de). ◀◀



## Easy navigation at IDS with *today* Messeguide app



■ This year, more than 2,300 exhibitors will be attending the International Dental Show (IDS), which takes place from 21 to 25 March in Cologne, to present their innovative products to a broad audience. The new *today* Messeguide will help visitors to navigate through and plan their visit to the world’s largest dental trade fair most effectively.

The *today* Messeguide was developed as a complementary tool to the *today* newspaper, which is traditionally published and distributed by Dental Tribune International and its partner OEMUS MEDIA on every exhibition day of IDS.

It is a user-friendly smartphone app that features a comprehensive

exhibitor search function and an up-to-the-minute news feed in English and German. In addition, users can view special offers from selected exhibitors and find useful information about the trade fair, including a de-

tailed floor plan. Furthermore, with its save function, users can plan their visit in advance and access their individual list at any time.

Via push notifications, users of the app will be updated regularly on the latest products and highlights. More information can be found online at [www.messeguide.today](http://www.messeguide.today). The app is now available for download from the iTunes Store and Google Play for iPhones and Android devices free of charge. ◀◀





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DENTAL & MEDICAL TECHNOLOGIES



Booth M060 - N069, Hall 10.2

## Prevention in dental practice a focal theme of IDS

■ Held biennially, the International Dental Show (IDS) in Cologne is the largest and most important event for the dental profession and industry. This year's edition will focus on prevention, professional and home

techniques and product innovations in this area.

Participants will receive information on the latest oral hygiene products for use at home and on a large variety of new manual curettage instruments, as well as sonic, ultrasonic and air-polishing devices and air scalars. In addition, innovative diagnostic tools for targeted oral prophylaxis and interdisciplinary collaboration, such as high-resolution intra-oral cameras, camera-supported fluorescent and infrared technologies, as



well as analogue and digital radiographic and computer tomography systems, will be on display at IDS.

well as analogue and digital radiographic and computer tomography systems, will be on display at IDS.

During the event, participants will have the opportunity to enter into discussion with distinguished prophylaxis specialists and representatives of various dental companies.

"Prophylaxis is a dental core competence. IDS offers the entire team a unique opportunity: dialogue with specialists of exhibiting companies, discussions with experienced users, the entire spectrum of modern prophylaxis concepts, current diagnostic, prophylaxis and therapy trends in one location. Every two years, it offers a unique experience, which I am personally most looking forward to," emphasised Dr Markus Heibach, Executive Director of the Association of German Dental Manufacturers. ◀◀

prophylaxis, as well as imaging and microbiological diagnostics, the organisers have announced. Over the last decades, the global dental market has seen a shift from restorative-based treatment to a preventive approach in dental practice, mainly driven by an increasing awareness of the likely implications of untreated dental disease for overall health, as well as the growing number of older populations worldwide and, consequently, the need for maintaining natural dentition for a lifetime.

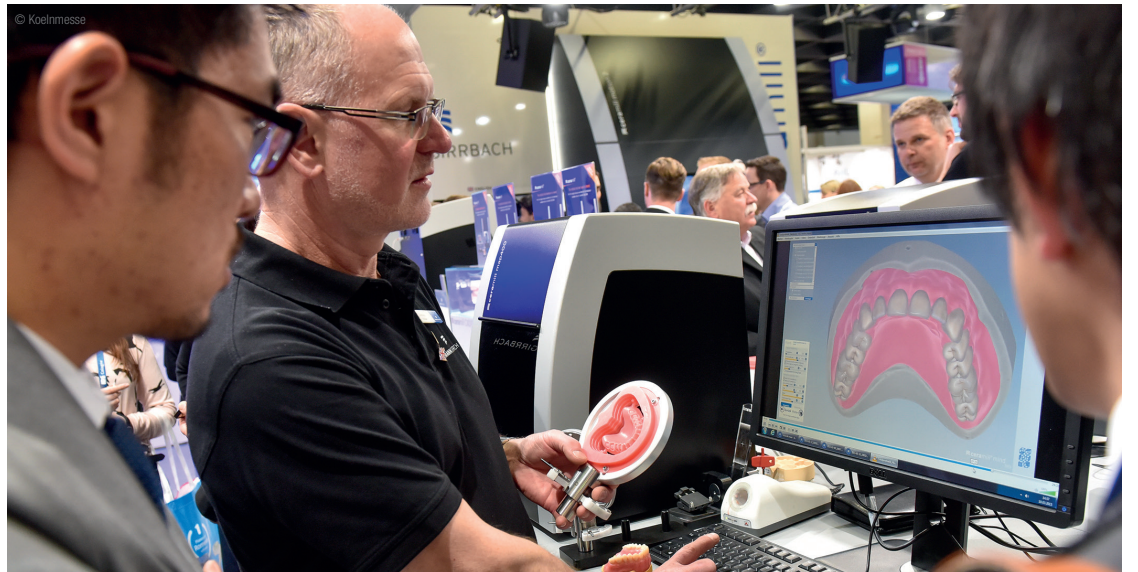
Oral prophylaxis, including home prevention measures and professional dental scaling, and education is thus one of the most important pillars of long-term oral health. During IDS 2017, dental professionals will be updated on the most recent tech-

## IDS 2017 to showcase latest in 3-D printing and dental practice hygiene

■ Cologne will become the capital of the dental world again when the IDS is held in Cologne for the 37<sup>th</sup> time in a few weeks' time. Visitors will be able to learn more about 3-D printing technologies, which have gained increasing importance in recent years.

Visitors to IDS 2017 will be able to see and try out the latest advances in dental technology, and 3-D printing techniques and additive manufacturing in particular. Today, these technologies are widely used in the manufacture of crowns, bridges and denture

device manufacturers and, more crucially, within clinical settings. Therefore, companies specialising in this field will be showcasing new means of consistent hygiene management in the dental practice during IDS 2017.



Another focus of the event will be hygiene and infection control in the dental practice.

From 21 to 25 March, more than 2,400 dental companies from all over the world will be exhibiting their latest products in five halls of the exhibition centre of Koelnmesse, which organises about 80 trade fairs, exhibitions and special events for the most important markets worldwide every year.

bases in the dental laboratory or in-house, for example.

Moreover, the 2017 event will give a comprehensive overview of current hygiene and infection control concepts, a topic on which it is necessary to be constantly updated owing to new laws and regulations. Over the last decade, biofilms and the spread of multidrug-resistant micro-organisms have become an increasing problem, both for medical

In 2015, almost 139,000 trade visitors from 152 countries attended the world's leading dental trade fair, corresponding to an increase of almost 11 per cent compared with 2013. The event also set new records in terms of the number of exhibitors and the exhibition space sold. About 2,400 companies from 59 countries presented their innovations, product developments and services in an exhibition space covering 157,000 m<sup>2</sup>. ◀◀

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## Organisers to stage Career Day again

■ After its successful launch in 2015, Career Day will be hosted again during this year's IDS. Young people seeking a career in the dental industry, as well as experienced dental professionals looking for job opportunities or further training, will have the opportunity to meet with representatives of prominent dental companies from all over the world.

More than 2,400 companies from about 60 countries are expected to attend the world's most important industry get-together for the international dental market in Cologne from 21 to 25 March 2017.

For IDS exhibitors, Career Day offers a platform for presentations on professional training, further education and career advancement. In the Recruitment Lounge, linked to the presentation area, facilities will be available for individual meetings in discreetly partitioned areas.

On Career Day, held on 25 March, university graduates, trainees in the fields of dentistry and dental technology, and pupils and school-leavers who would like to find out about training and career opportunities in the dental industry can obtain a first impression of the various spheres of activity of the participating companies. In addition, the initiative offers fully trained persons or career-chang-

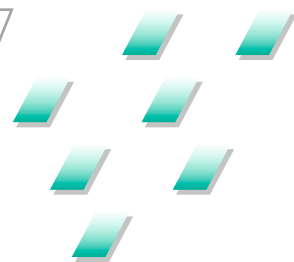


ers information about further training options and career opportunities in the dental industry.

Meetings with candidates on Career Day can easily be arranged using the online scheduling facility on the IDS homepage. However, spontaneous speed meeting is also possible. All exhibitors involved in the initia-

tive will be announced on the IDS homepage and be mentioned in a dedicated printed flyer.

Career Day was successfully introduced at IDS 2015 by the Association of German Dental Manufacturers and Koelnmesse. This year, the event will be hosted in the area between Halls 4 and 5. ◀◀



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Hall 11.2, Booth N010-O029

# “Another outstanding event”

An interview with Koelnmesse CEO Katharina Hamma

■ With more exhibitors expected than ever before, the International Dental Show (IDS) in Cologne in Germany promises to be the essential event in this year’s dental calendar. In only a few weeks, the Koelnmesse fairgrounds will again welcome dental professionals from all around the world. *today international* spoke with CEO Katharina Hamma about her expectations and what visitors can look forward to this year.

**today international:** According to your figures, 2015 was the most successful year in Koelnmesse history with regard to revenue. What role did the last IDS have in this?

**Katharina Hamma:** IDS currently ranks among our top ten events and therefore contributes significantly to our overall business results and attendance figures.

**The last IDS, held in 2015, exceeded all expectations. Will the next edition be able to surpass the already good results from that year, in your opinion?**



▲ Hamma (centre) with representatives of the Association of German Dental Manufacturers and German Dental Association.

We definitely expect another outstanding event. With about 2,300 exhibitors from over 60 countries, the range of products will be larger and

more diverse than ever. Owing to the increasing demand from the industry, we are opening a level of Hall 5 for the very first time. This extends the total exhibition area to 160,000 m<sup>2</sup>.

Furthermore, we expect more professional visitors this year. There is steady interest in the show, particularly from abroad.

dustry that from early on understood how to benefit from these technological advancements and the new opportunities that come with it. At the show, attendees are in the best hands, having tools like the new products database, IDS app and Matchmaking365 tool at their disposal. In this manner, we help exhibitors and visitors to prepare optimally for their visit and make their week in Cologne an all-out success.

**In addition to digital dentistry, what other areas will be in focus at the show?**

Some of the areas that will be in the spotlight are periodontology, implantology and endodontics. Prophylaxis will also continue to be a topic of importance at IDS, in addition to many other areas of dentistry.

**A number of new auxiliary show concepts, like Career Day and the Know-how Tours, were introduced in 2015. How were they received and will they be continued?**

Both formats were very well received by our visitors and will be continued in 2017. While IDS focuses primarily on the business and product presentations at booths, we strongly believe that an interesting auxiliary programme can generate leads for in-

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**You mentioned that the exhibition area will be expanded again through the opening of a new hall. Can you say where the new exhibitors mainly come from?**

Our new exhibitors come from various fields of dentistry and their ranges will expand the already large and diverse offering at the show. Furthermore, IDS is becoming increasingly international with companies from North America, Asia and Europe exhibiting their latest products and solutions at the event for the first time.

**Over time, IDS has become a platform for the increasing importance and use of digital technologies in dentistry. Will this trend continue with the 2017 edition?**

Definitely. IDS is the real focal point of a tremendously connected in-

formation gathering and new business negotiations.

**What are the long-term prospects for IDS, and what concepts are being developed to extend the trade show offering?**

Owing to the development and particular success of IDS in recent years, we can look positively towards the future. In this dynamic industry, one has to keep pace with changes; therefore, we will sit down with our co-organiser, the Association of the German Dental Industry, after the show to discuss the outcome of the event and explore how we can continue its success in the long term.

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

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## Walking among giants

Marketing dentistry in the global connected economy. By Chris Barrow, UK

■ In an information-rich world, the wealth of information means a dearth of something else: a scarcity of whatever it is that information consumes. What information consumes is rather obvious: it consumes the attention of its recipients. Hence a wealth of information creates a poverty of attention. These prophetic lines were shared by Nobel laureate and social scientist Dr Herbert Simon in 1971. It seems incredible to think that his words pre-date the Internet by 20 years. Simon lived in a world in which advertisers tried to gain our attention with billboards, newspaper advertisements and television commercials. At the same time, the local ma-and-pa business prospered through convenience and human interest.

The connected economy and growth in population have created statistics that are beyond our comprehension. There were 60 trillion websites at the last count and every year the Internet grows by eight million new songs, two million new books, 16,000 new films, 30 billion blog posts and 182 billion Tweets. Google handles 35 billion e-mails every day alone, and 1.8 billion photographs are uploaded to the Cloud from everywhere around the globe. I speculate as to how many of those photographs are of happy, smiling faces.

IBM tells us that we are “a world awash in data”, 80% of which is currently invisible to our computers; however, with the IBM Watson project, the company intends to use cognitive computing to bring that data into a useable domain. With global health care data expected to grow by 99% in the next 12 months, the search is on to find a new unified theory that will bring all of this information to the fingertips of government, business and individuals.

The question is, can we cope with this? In his book *Homo Deus: A Brief History of Tomorrow*, Israeli author Prof. Yuval Noah Harari visualises a completely connected world in which “Data-ism” dominates. There he writes: “Sapiens evolved in the savannah thousands of years ago and their algorithms are not built to handle 21<sup>st</sup> Century data flows. We might try to upgrade the human data-processing system, but this may not be enough. The Internet-of-all-Things may create such huge and rapid data flows that even upgraded human algorithms won't handle it. When cars replaced the horse-drawn carriage, we didn't upgrade horses—we retired them. Perhaps it is time to do the same with Homo Sapiens.”

A rather grim and ominous suggestion perhaps, but by jolting our sensibilities, Harari makes us pause for thought. Let us narrow our field of vision from these impossible numbers and facts. Pundits suggest that you and I are interrupted by advertising and brand exposures 5,000 times in an average day and mentally register around 350 of these. We note 150, think briefly about 80 and pause at 12 to think about whether they are relevant to us at this time. Thus, the challenge facing the dental marketer is how to become one of 12 out of 5,000 at the right time, on the right day, for the right person.



Big business has a simple solution to this problem; it is called big money. Whether it is a Super Bowl television commercial, a giant bill-board on a motorway or, nowadays, massive expenditure on Internet visibility via paid media, those with the deepest pockets offering the best products and services are the winners in the race to attract that poverty of attention first mentioned in 1971. So where does this place the independently owned dental practice? You are a mouse, wandering between the legs of a herd of bull elephants, all trumpeting their mating call. No matter how loudly you squeak, at best your sound will be drowned out and at worst you may be trampled in the rush.

I have watched the world of digital marketing in dentistry very carefully over the last five years and have reached some conclusions that are likely to land me in trouble with traditional digital marketers. However, I did not get where I am today without stepping on the fenced-off grass every now and then, running along the side of the swimming pool and tearing up the rule book. So, here is my recommended list of actions to be taken by the independent dental practice in order to gain attention:

1. Use good search engine optimisation (SEO) to optimise your position in Google's organic search. SEO is a technical skill that has to be delivered by experts. Google changes its own goalposts regularly and the savvy SEO guru will know that and take appropriate action quickly.
2. Massively encourage the collection of Google reviews, user reviews via Facebook and critic reviews via proprietary sites like WhatClinic.com, NHS Choices and Comparethetreatment.com in the UK. In September 2016, Google changed the rules twice, first by including external reviews alongside its own in searches and second by altering its own search criteria to favour businesses with in excess of 100 Google reviews. It is necessary that your marketing activity be adjusted to reflect such changes.
3. Connect to your patients through a well-maintained social media channel like Facebook or Twitter (and deliver daily human interest content). Remember that those 1.8 billion photograph uploads per day include the inevitable selfies. Many of my

clients now take a patient selfie at the end of a course of aesthetic dental treatment. To quote again from Harari's new book: “If you experience something—record it. If you record something—upload it. If you upload something—share it.”

4. Build a website that engages the visitor through video and visual testimonials. Your most powerful marketing collateral is the stories that your patients can tell about the difference that you have made to their lives.
5. Collect visitors' e-mail addresses and consent (to e-mail) via white paper marketing. A coffee shop, hotel or airport exchanges free Wi-Fi access for an e-mail address and permission to keep one informed. You can do the same by exchanging useful information (free guides).

6. Nurture long-term relationships with patients and prospects by publishing a monthly human interest e-mail newsletter.
7. Deal with initial enquiries directed through the Internet, by telephone or in person in a polished manner.
8. Create a memorable new patient experience from initial consultation all the way through to treatment delivery.
9. Employ a strict end-of-treatment protocol to capture reviews, testimonials and social connections (as well as plan membership).

I have given you nine marketing actions designed especially for the smaller business. Actions that should be avoided by the independent dental practice are seeking to gain attention by paying through the nose for Google

or Facebook advertising, broadcasting non-human interest material or selling services on price, discount or special offer. This is because every week I hear from dentists and their marketing teams that advertising to strangers, using jargon and cutting prices at best attract nobody and at worst attract bargain-hunters, price-shoppers and messers.

“A wealth of information creates a poverty of attention.” We end where we began. The challenge is for the mouse to gain attention without competing with the bull elephants. You can only do that by stepping away from the herd of elephants and delivering your story in a different way and a different place. For me, that means human interest, personal service and recommendation, and so when I am working with clients on their marketing plans, we focus on and mobilise their most valuable asset: the goodwill of their existing patients. ◀◀

Chris Barrow



is the founder of Coach Barrow consultancy practice. An active consultant, a trainer and a coach to the UK dental profession, he regularly contributes to the dental press, social media and online. Chris Barrow can be contacted at [chrisbarrow999@gmail.com](mailto:chrisbarrow999@gmail.com)

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# Shifting consumer preferences and positive uptake of CAD/CAM technology

Artur Kim and Dr Kamran Zamanian, iData Research, discuss current developments in the European dental implant market

Europe has some of the most highly penetrated markets for dental implants in the world, including Italy, Germany and Spain, but it also contains regions with considerably under-developed markets, such as France and the UK.<sup>1,2</sup> A shift in consumer preferences will be a key characteristic of the European market in the future, in both the dental implant fixture market and final abutment market. Although the shifts will contrast one another, they will both have a significant impact on the market in terms of overall pricing, the competitive landscape and technological innovation.

Historically, premium dental implant companies have dominated in Europe, but have recently faced increased competition from the value and discount brands. A growing prevalence of local manufacturers and an increasingly cost-sensitive consumer demographic will contribute to overall price depreciation and the declining presence of premium implants in the future.<sup>1</sup>

Region-specific growth of the premium segment is highly reliant on the prevalence of domestic, lower cost dental implant brands. In countries such as Italy, Germany and Spain, there is a plethora of local value and discount dental implant companies that have emerged to cater to the growing cost sensitivity expressed by dentists. Within these regions, the premium segment of the market has lost significant market share and is exhibiting far lower growth relative to the past. It is expected that this trend will continue to spread throughout Europe, as consumer preferences shift towards lower cost products. Several competitors in the German and Italian implant markets have been particularly successful at capitalising on the shift in consumer preferences and now represent the top leading implant brands in those regions, both in terms of volume and revenue.<sup>1</sup>

Premium implant companies have acknowledged the impact of value and discount brands on the market, not only through discount pricing, but also through acquisitions and strategic investments. In April 2015, Straumann increased its ownership of Neodent, a leading value implant manufacturer from Latin America, to 100 per cent in order to strengthen its product port-

folio and maintain a competitive position in both the premium and value segments.<sup>3</sup> Straumann has also invested in a number of value and discount brands that cater to the European market, including Biodenta, Medentika, MegaGen and Anthogyr. These investments are supplemented by Intradent, Straumann's business platform established in 2014, which currently provides distribution for Neodent and Meden-

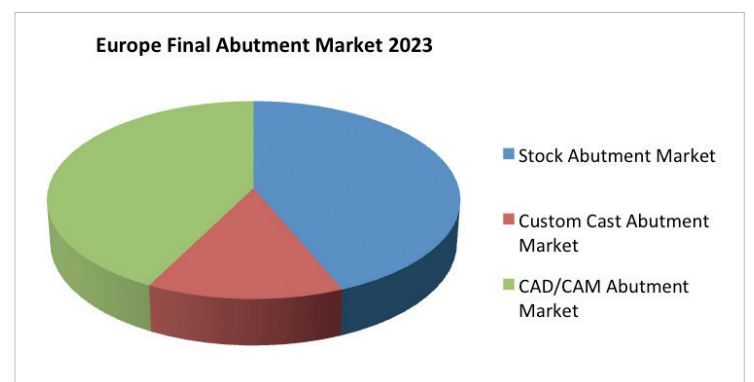
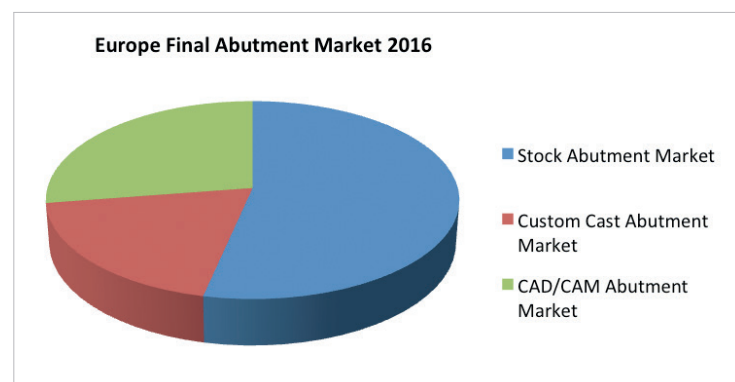
sure from local, low-cost and generic manufacturers.<sup>1</sup> Another recent development within the stock abutment segment also contributing to price depreciation is the introduction of Ti-base abutments.

Ti-base abutments, also known as titanium bases or titanium interfaces, are a recent innovation within the stock abutment market that are a cost-effective alternative to traditional CAD/CAM abutments, since

milling laboratories with CAD/CAM production are in greater abundance. Furthermore, CAD/CAM zirconia abutments are primarily required in cases in which aesthetic outcomes are of higher priority, such as the anterior region of the mouth.<sup>5</sup> CAD/CAM abutments are expected to continue to experience double-digit growth, and the expanding market share of the segment will limit ASP of the overall

that have been able to secure a notable market share from the premium companies include BioHorizons, CAMLOG, Global D, medentis medical, Sweden & Martina and regional manufacturers.<sup>1</sup>

Other notable developments in the European market for dental implants include the increased uptake of ceramic materials, growing presence of implant companies in the biomaterials space and rising demand



tika through an online store and worldwide network.<sup>3</sup> In June 2016, Dentsply Sirona continued its expansion by announcing a definitive agreement to acquire MIS Implants Technologies, an Israel-based company that has a leading position in the value implant segment.<sup>4</sup> Large conglomerates too have taken note of the changing structure of the market, with Henry Schein making strategic investments in BioHorizons and CAMLOG, while Danaher Corporation has invested in Nobel Biocare and Implant Direct.

## Rapidly growing CAD/CAM segment in the final abutment market

Similar to the historical dominance of the premium segment in the implant market, the market for final abutments has traditionally been controlled by the stock abutment or prefabricated abutment segment. Although the majority of stock abutments lack many benefits associated with patient-individualised solutions found within the custom-cast abutment and CAD/CAM abutment segments, they still provide a relatively simple and cost-efficient solution in most implant procedures. The segment is expected to continue experiencing price erosion owing to increasing pricing pres-

sure from local, low-cost and generic manufacturers.<sup>1</sup> Another recent development within the stock abutment segment also contributing to price depreciation is the introduction of Ti-base abutments. Ti-base abutments, also known as titanium bases or titanium interfaces, are a recent innovation within the stock abutment market that are a cost-effective alternative to traditional CAD/CAM abutments, since they are intended for in-house or independent milling machine use. Examples include Straumann's Variobase and Nobel Biocare's Universal Base, which give dentists the option of placing a cement-retained or screw-retained restoration. Ti-bases also allow dentists to choose between a hybrid abutment and a hybrid abutment crown (a combination of an abutment and a monolithic crown). The presence of Ti-base abutments has grown rapidly across most regions in Europe and it is expected to become the predominant stock abutment type in the near future. The cost-effective nature and flexibility of options offered with Ti-base abutments will help maintain the position of the total stock abutment segment in the overall market. Stock abutments currently represent over 50 per cent of the total final abutment volume in the majority of markets across Europe, but this share is expected to steadily decrease.<sup>1</sup>

Recent improvements in production capability and technological innovation have made CAD/CAM abutments significantly more affordable than in the past. CAD/CAM abutments are now relatively comparable in price to custom-cast abutments and are more easily accessible, especially in regions where

abutment market, since it carries a price premium relative to stock abutments and custom-cast abutments.<sup>1</sup>

## Consolidation and emerging players in the competitive landscape

In addition to investments in value and discount companies, the market for dental implants has been distinguished by consolidation among the top competitors. Most recently, Dentsply Sirona was established after the merger of DENTSPLY International and Sirona Dental Systems in February 2016, combining the strengths of each company in dental consumables and innovative technology, respectively.<sup>6</sup> The premium implant company acquired ASTRA TECH in 2011 and announced the acquisition of MIS in June 2016.<sup>4</sup> In June 2015, Zimmer Biomet was formed through the merger of Zimmer and Biomet, combining the dental divisions of each company, Zimmer Dental and BIOMET 3i.<sup>7</sup>

Although the premium implant companies still collectively maintain over 60 per cent of the European market, they are expected to face competitive challenges from emerging players in the value and discount segments. Competitors

for modern surgical protocols, such as immediate loading and full-arch restorations. Overall, growth within each segment will be highly dependent on the afore-mentioned factors and region-specific characteristics.<sup>1</sup>

*Editorial note: A list of references is available from the publisher.*

### Artur Kim



is a research analyst at iData Research in Canada and lead researcher for the 2017 Europe Dental Implant Report Suite. Her current work includes the 2017 Europe Dental Bone Graft Substitute Suite and the 2017 Europe Orthopedic Soft Tissue Repair Suite.

### Dr Kamran Zamanian



is President, CEO and founding partner of iData Research. He has spent over 20 years working in the market research industry.



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## Clear aligners: How has the technology evolved?

Though still a relatively new orthodontic treatment modality, clear aligners have quickly become an increasingly popular alternative to fixed appliances for tooth straightening, since they provide an aesthetically appealing and comfortable choice. However, the recent rapid advancements in aligner technology are yet to be recognised by many dentists, leading to a low adoption rate. This article will provide an introductory overview of aligner treatment and its development.

Traditionally, malalignment has been corrected using fixed orthodontic appliances. However, in 1999, Align Technology made its Invisalign system available for commercial purchase, altering the future path of orthodontics. A clear aligner, Invisalign offered an effective alternative in orthodontic treatment, as its correct use can minimise the plaque build-up, gingival recession and inflammation of soft tissue sometimes associated with fixed appliances. Additionally, its complete lack of metal parts presented an aesthetic advantage, and the ability to remove it at any time (especially relevant during eating) allowed Invisalign patients a level of comfort and hygiene care previously unmatched in orthodontic treatment.

Through its recently introduced Invisalign Go system—a treatment programme aimed at guiding general dental practitioners through the process of identifying, planning and treating suitable cases using the aesthetic tooth straightening solution—Align Technology has become entrenched as the global market leader in clear aligners. Other companies have since recognised the value of



this therapy, though, and this increased focus has led to a rapid progression in the sophistication of aligner modelling and manufacturing. Dr Les Joffe, Secretary of the European Aligner Society (EAS), the only international organisation in Europe devoted to the promotion of edu-

cation and research in aligner therapy, believes that these advancements have not yet been fully recognised by all dental practitioners. In an interview with *Dental Tribune*, Joffe said that dental professionals often pass judgment on the suitability of aligners based on outdated information

and technology. “There is a misunderstanding by many clinicians that aligner treatments are limited,” said Joffe. “Many clinicians base their view on the early stages of aligner development, from around 2001 to 2003. More than 15 years later, the huge strides that have been made in

aligner performance are not fully understood and therefore the modality is either not adopted or provided.”

These major advancements in clear aligner technology include the integration of much more sophisticated 3-D modelling software, able to customise each aligner to an individual patient’s needs. “Clear aligners have deeply changed orthodontics,” Agnieszka Dziedziul, Clear Aligners Department Manager for NimroDENTAL Orthodontic Solutions, told *Dental Tribune Online*. Established in 1991, NimroDENTAL is one of the largest orthodontic laboratories in the UK, using four different alignment systems in its work with dental practices. “When we started making clear aligners 15 years ago, we were limited to creating movements by hand on a plaster model,” said Dziedziul. “Today, though, we use sophisticated software and the latest 3-D printers to create clear aligners that can correct the majority of malocclusions.”

The lack of awareness of clear aligners’ benefits among dental practitioners has sometimes been attributed to a lack of scientific studies

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on this treatment modality. As aligner therapy has developed and been more widely adopted, however, increasing research into its effectiveness and patient satisfaction rates has been conducted. For example, a 2015 study published in the *BMC Oral Health* journal compared oral health status and satisfaction levels among patients who had received fixed appliances and those treated with the Invisalign system. It found that Invisalign patients were more satisfied overall and enjoyed greater periodontal health, with slightly lower levels of dental plaque. According to another study, conducted in 2013 and published in *The Angle Orthodontist* journal, compared with those treated with conventional edge-wise brackets, patients who had received aligner therapy had significantly fewer dental visits, shorter treatment duration, fewer emergency visits and less overall chair time.

Aligner therapy is one of the fastest-growing areas in orthodontics, driven significantly by patients who regard it as a more comfortable, convenient and discreet alternative to fixed appliances. Given that market research firm Technavio has projected this market to grow at a compound annual rate of 12.68 per cent globally from 2016 to 2020, the need for organisational bodies to increase education and awareness of aligner therapy is essential. The German Association for Aligner Orthodontics was founded in 2007 and the Japan



Academy of Aligner Orthodontics in 2012, with both organisations aiming to foster a space for increasing awareness of the applications and advantages of aligner therapy.

More recently, the EAS was established in 2013, with Dr Graham Gardner serving as its founding and current president. In order to promote education on the latest technologies used by clear aligners, the EAS

will be hosting its first AlignerLab workshop on 18 February 2017 in Vienna in Austria. It follows on from the successful first EAS congress in February 2016 and will provide clinicians with an opportunity to engage in a variety of hands-on sessions covering 3-D intra-oral scanning, 3-D printing, virtual treatment planning techniques and tooth movement acceleration techniques.

Gardner believes the AlignerLab will highlight how far aligner therapy has come in such a short time. "With the explosion in the 3-D treatment planning and manufacturing processes now available, we at the EAS believe that not only do we need to update our knowledge on the various aligner systems available, we also need to understand the associated hardware—scanners, computers, soft-

ware, 3-D printing—that is necessary to optimise the aligner system and improve treatment results," he told *Dental Tribune*. Gardner envisions the event ideally becoming a regular occurrence to allow dental professionals to trial and compare new systems and developments in aligner technology. ◀◀

(Article by Brendan Day, DTI)

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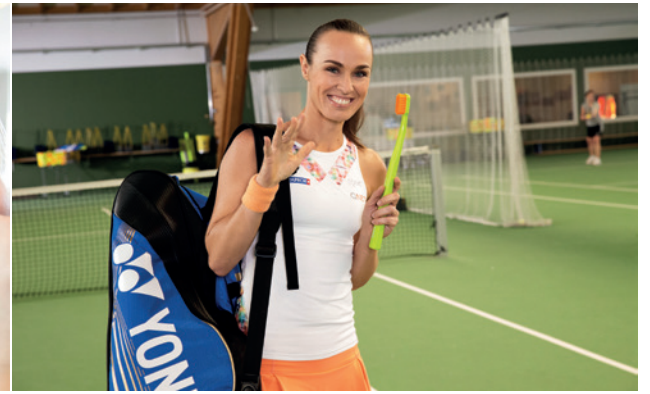
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▲ Prevention One is an innovative business model for dental practices.

▲ "Individually trained oral prophylaxis" has become an established oral hygiene training for every dental professional.

▲ All visitors at IDS will have the chance to win a weekend in Rome where tennis star Martina Hingis will compete for the ATP championship.

Curaden is one of the few companies in the industry focusing on a holistic approach to dentistry. It is the only brand that combines high-quality oral hygiene products, training systems and prophylactic concepts for lifelong oral health. At the 230m<sup>2</sup> stand in Hall 11.3 at the upcoming International Dental Show (IDS) in Cologne in Germany, visitors will be introduced to new approaches to preventative and profitable dentistry. The company will be presenting the requisite knowledge and products for dental professionals to become more motivated and educated regarding achieving enduring good oral health for their patients and themselves.

This philosophy is the basis for the CURAPROX product range. Technology, elegant design and efficiency combine to create the worldwide success of the CURAPROX brand. This includes the CURAPROX CS manual toothbrushes, Hydrosonic toothbrushes, CPS interdental brushes and Enzykal toothpaste. At IDS, Curaden will also be presenting two significant means of achieving the optimal transfer of training and knowl-

edge: Prevention One and iTOP (individually trained oral prophylaxis). Both programmes have been developed to train dental professionals as future health coaches, combining dental hygiene techniques with the latest evidence on oral and systemic health.

### The future of preventative medicine

Prevention One (P1) is much more than just an oral hygiene prevention model. It offers dentists an innovative business model for (re-)activating and motivating existing customers and attracting new customers. P1 was developed to optimally complement existing prophylactic products and structures. It is a valuable addition to any dental practice's services, since it increases both the value of overall services and subsequent patient satisfaction. P1 follows Curaden's proven principle of the importance of maintaining good oral hygiene to achieve subsequent well-being one's whole life long.

The P1 plan includes a well-coordinated combination of dental care products, supporting software (patient and appointment management), online in-

formation, a practice marketing and communication package, a dental health index, and a sophisticated training and certification system. Through the P1 system, the prophylaxis patient is supported outside the practice too. Using the product and service package at home, the patient remains in constant contact with his or her P1 practice. Visitors to IDS have the opportunity to study the new P1 box and booklet, talk to P1 coaches and learn about our attractive licence models.

### Change requires motivation

The iTOP approach combines regular training, the right tools and the necessary motivation to instruct dental professionals, who can then transfer their new experience directly to their patients. All iTOP seminars are led by independent dentists and dental hygienists who have completed the training themselves. This training answers the most important question considered by dental practices: how can I motivate and instruct my patients to brush their teeth in such a way that they will do it well and with motivation? iTOP facilitates individual training with regu-

lar check-ups and corrections to the prophylaxis techniques learnt.

iTOP is important in any discussion on oral hygiene, and the combination of high-quality products and trained application is key. Without a trained user, the product alone will not achieve optimal changes: people will continue to suffer from dental disease. For this reason, the trainers use the principle of touch to teach in their seminars. Only someone who has experienced it in his or her mouth knows the exact pressure of an interdental brush and understands the importance of oral hygiene and can thus pass this knowledge on.

### Our famous Black Is White toothpaste

The release of CURAPROX's Black Is White toothpaste in 2015 introduced a whole new means of whitening teeth. Using the power of activated carbon, the toothpaste whitens the teeth and removes stains without abrasion or chemical bleaching. Black Is White toothpaste works gently and safely. It does not contain plastic particles or sodium lauryl sulphate, a cheap, aggressive foaming agent found in many toothpastes. Rather, this toothpaste uses an enzymatic system, already tried and tested in CURAPROX's Enzykal toothpaste. The enzymes are found in the mouth naturally and offer powerful protection against bacteria, fungi and the development of dental caries. The toothpaste's active ingredients include sodium fluoride and hydroxyapatite, which help to remineralise the enamel and prevent early lesions developing into caries.

### A revolution in paediatric dentistry

Standard dummies often lead to malocclusion, as the tongue presses the soft part of the dummy on to the gingivae when sucked. A crossbite, combined with an open bite, can lead to mouth breathing, which is a significant cause of delayed mental, intellectual and physical development. For this reason, Curaden has taken a completely new approach to paediatric dentistry by seeking to prevent early malocclusion from the first month of life.

Dr Herbert Pick, an Austrian orthodontist, recognising a crossbite and open bite in his young son almost 30 years ago, determined that the reason was the dummy the child often used. Weaning him off it proved difficult. Consequently, Pick developed a dummy with CURAPROX that both prevents and treats crossbite. The result is that the new CURAPROX



▲ The Curaprox Baby pacifier prevents open bites and crossbites

dummy prevents this malocclusion. Surprisingly, it closes the gap between early detection and conventional orthodontic treatment. Malocclusions simply disappear.

### Strong brands and programme for dental professionals

There is even more for visitors to the Curaden stand to experience. For example, the dental treatment unit MAVI by the Italian company IDEM is easy to use, cost-effective to maintain and, with its modular construction, easy to expand. The patient's position can be effortlessly adjusted, and the instruments can be positioned perfectly.

Swiss smile combines comprehensive expertise with luxury, aesthetics and timeless design. The well-known luxury brand develops formulae with high-end ingredients and high-quality materials for a completely new dental and oral hygiene experience. The choice oral hygiene products offered by SCANDERRA are in demand worldwide, especially its most successful brands, like edel+white. SCANDERRA sets its expert focus on the health and aesthetics of teeth in pursuit of overall well-being. When it comes to consumer materials, dental practices and laboratories in central Europe rely on Italian retailer Gerhò. ◀

### Hall 11.3, Booth K040-L069

Curaden will be presenting these and many more innovative brands and products at IDS in Hall 11.3 (Booth K040-L069). A special highlight at the stand is a competition with over 100 attractive prizes for all visitors to enter. The grand prize is a weekend in Rome, where internationally celebrated Swiss tennis player Martina Hingis will be fighting for the top spot in the Italian Open.

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"It is essential that we consistently think through the processes of dental treatments from the initial diagnosis through to the final treatment for the patient and provide solutions that are harmonised with each other," said Markus Böhringer, Group Vice President for Germany, the Benelux countries and Scandinavia.

## Combination of separate processes into one workflow

The merger of DENTSPLY and Sirona last year brought together two dental companies that have been developing and delivering in-

novative technologies and products to practices and laboratories for more than 100 years. At IDS 2017, the company announced, it will demonstrate how the connection to integrated end-to-end solutions is setting new standards in modern dentistry. Practitioners can experience the benefits resulting from the combination of products to create a plannable and predictable therapy procedure with Dentsply Sirona in a number of different fields and integrate them into their working processes.

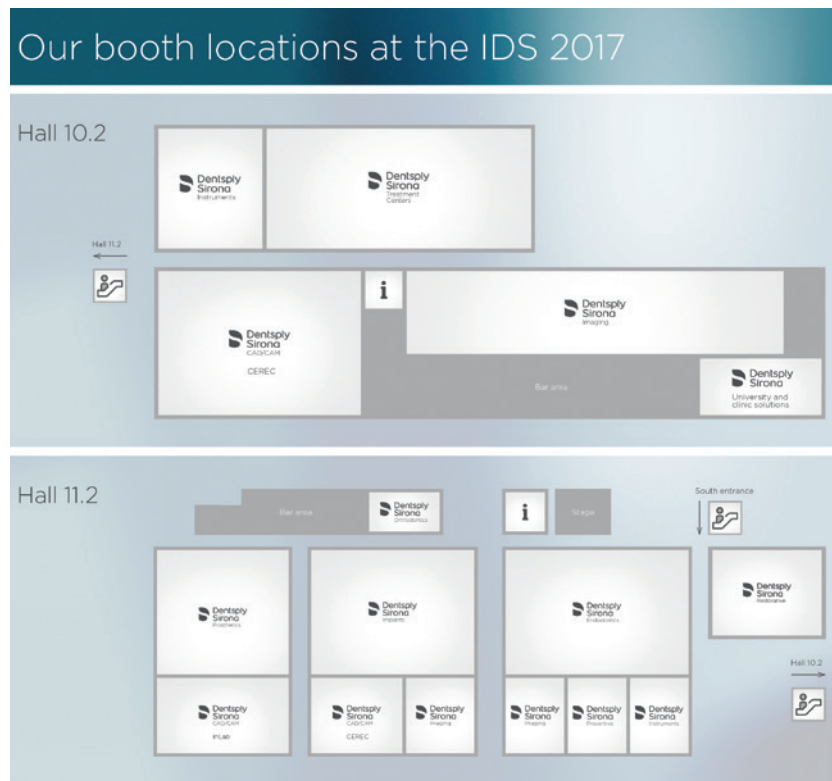
This is particularly evident in endodontics, where innovative products, such as the new 3D Endo™ software in combination with Orthopos 3D devices (Dentsply Sirona Imaging), allow the dentist to reliably plan endodontic treatment digitally. The size of the ORTHOPHOS SL can be reduced to 5×5.5 cm, which, when combined with the high-definition mode, provides optimal X-ray images for endodontic indications. The files used

in the therapy can then be visualised directly in the 3D Endo software.

Integrated implantology is another example of Dentsply Sirona's system expertise that, according to the company, no other can provide in this form. The concept includes all phases of dental implantology, forming them into an integrated process. Data obtained from 3-D X-ray images and digital impressions with CEREC is combined in an interlinked program (GALILEOS Implants, mySIMPLANT). The complete process of scanning, planning, insertion and restorative treatment is intuitively and systematically supported.

## Live treatments at trade fair stands

At IDS 2017, Dentsply Sirona will have stands in Halls 10.2 and 11.2. In Hall 10.2, trade fair visitors will primarily find new technologies and equipment for the dental practice, solutions for clinics, and products



from Legacy Sirona that dentists know and value, treatment centres being one of them. Dentsply Sirona treatment centres will present the current design trends for the dental practice as a space for living and working in a very special manner.

In Hall 11.2, visitors will be able to experience all products from Legacy DENTSPLY, as well as integrated endodontic and implantology workflows. The individual business units will be presented respectively. Furthermore, the Prosthetics unit (DeguDent), located directly adjacent to the CAD/CAM solutions from inLab, will be presented for the first time in Hall 11.2. Dental technicians will be able to follow the entire digital workflow live and will likely be impressed by the materials and how they are processed in the inLab grinding and milling units, the company said.

An additional focal point is implantology. Dentsply Sirona Implants will be flanked by information stands from the Imaging Systems and CAD/CAM units, allowing visitors to experience the concept of integrated implantology live. Dentsply Sirona Endodontics (formerly DENTSPLY Maillefer and DENTSPLY Tulsa Dental Specialties) will be surrounded by product ranges from the Instruments, Preventive and Imaging Systems units as well.

Furthermore, the materials from the Restorative (DENTSPLY DeTrey) unit will be on display in the immediate vicinity, making it clear how the products from the various business units combine together in practice.

The latest innovations from CEREC will be presented daily at IDS

in 20 live demonstrations in both halls, showing how the chairside production of restorations can be integrated into the practice workflow.

"Dentsply Sirona is the only company in the sector in a position to offer practitioners products and solutions for a therapy from just one

source; from the diagnoses with 3D X-ray units (via planning using sophisticated software), to implementation of the treatment with innovative instruments and materials, up to the final treatment with a direct or indirect restoration. Visitors to the IDS trade fair can experience first-hand exactly how these integrated workflows can function at our stands 10.2 and 11.2." ◀



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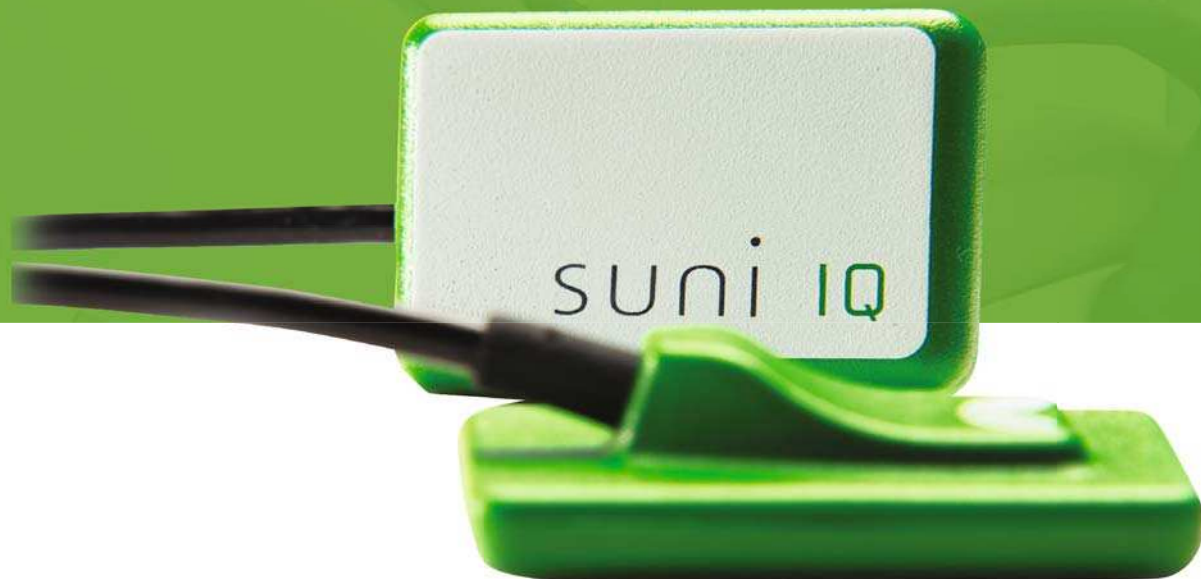
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## New generation of Implantmed from W&H on display

■ Implantmed from W&H (Hall 10.1, Booth C010/D011) is a high-quality device that has been offering dental implant specialists greater safety, simple operation, a high degree of precision and flexible application options since 2001. The latest generation of the surgical device which will be available to visitors at IDS offers users both the tried-and-tested Implantmed functions and a unique system for assessing the stability of an implant, customisable features that can be retrofitted if required, a high-tech, intuitive user interface and an even more powerful motor. The new W&H surgical device supports practitioners both with its precise performance of oral surgery procedures

and with its efficient time management.

Deciding the best time for loading an implant is becoming more and more complex when trying to take into account all key parameters and the patient's risk factors. The optional W&H Osstell ISQ module for the new Implantmed makes assessing the success of the treatment safer and more reliable. While the Implantmed's integrated automatic thread-cutter function and the torque control help the dentist during insertion of implants, the Osstell ISQ (Implant Stability Quotient) module now makes it easier to decide the optimum loading time for an implant. The stability value measured by the device helps improve the success rate and is a form of quality assurance. Not only can this non-invasive measuring system be used to determine the primary stability

of implants, but it also can observe the osseointegration using secondary measurements and can be used to determine the optimum time for loading the implant. The ISQ value (ISQ scale of 1 to 100) is shown on the screen after taking the measurement and is easy to interpret thanks to

numerous clinical trials. The W&H Osstell ISQ module is an optional extra and can be easily retrofitted to the new Implantmed. When the documentation function is enabled, all implant insertion values, such as defined device parameters, the implant insertion curve, the Osstell ISQ measurement and basic data such as the documentation ID and tooth position, can be saved to a USB stick.

The new Implantmed's user interface helps the dental practice team to streamline the treatment steps as they are simpler, take less time and are more efficient. The high-tech colour touch screen with the glass surface makes it easy to operate the device. The important information for the particular step of the procedure is clearly visible on the large screen. The logical and intuitively designed navigation system and the customizable program sequences allow the dental implant specialist to concentrate on the essentials. The Implantmed can be customised for up to six users, making it ideal for improved efficiency in group practices.

The redesigned coolant pump also helps make the surgical device especially easy to operate and prep times are even faster. The irrigation tubing can be in-

serted very easily, quickly and above all safely even under sterile conditions with the new design.

Even difficult procedures can be performed with less effort, and great precision, thanks to a motor torque of 6.2 Ncm and a speed of 200 to 40,000 rpm. The new device also has the shortest surgical motor on the market. The ergonomically shaped and perfectly balanced combination of motor and W&H contra-angle handpiece allows the user to work for extended periods without fatigue affecting the hands. In addition, the five new

straight and contra-angle surgical handpieces with LED+ now fully illuminate the surgical site regardless of the motor speed. The high-quality stainless steel with its scratch-resistant coating mean that the surgical straight and contra-angle handpieces have a particularly long service life and are very sturdy. ◀◀



AD

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## TAV Dental: The future of dental implantology is zirconia

When considering what implant to use, many dentists will select one that is based on titanium or a titanium alloy. However, rapid advancements in the development of ceramic implants have made them a feasible and reliable alternative, as their metal-free properties offer a mechanically and visually superior choice. With its wide range of outstanding zirconia dental products, TAV Dental presents an evolutionary approach to patient satisfaction in tooth replacement.

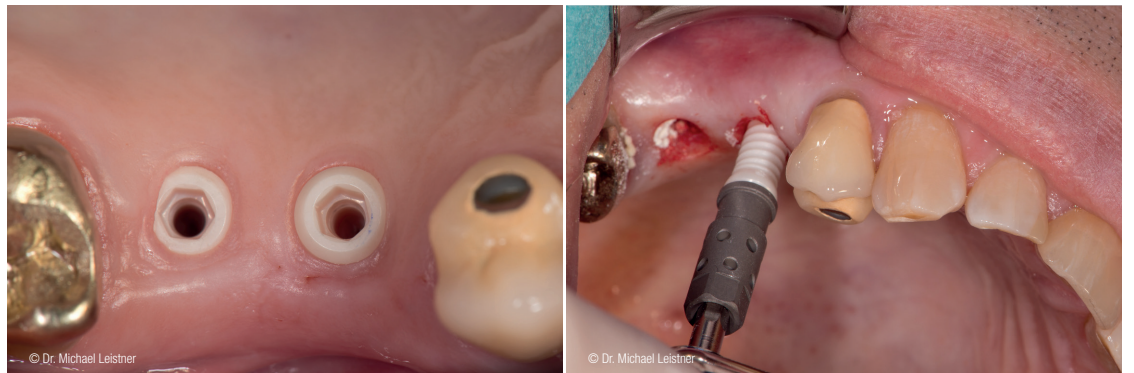
■ A division of TAV Medical, TAV Dental has over four decades of experience in the design and manufacture of dental products. Through its innovative and in-house ceramic injection moulding technology, TAV Dental is able to maintain a standard of excellence in the quality and accuracy of its zirconia products that is unmatched by any other. With short lead times, small minimum orders and a focus on perfection, TAV Dental is the dentist's top choice for zirconia dental products. According to TAV Medical CEO Oded Ben-Shabat, "The company's core values have always been precision, passion and partnership. TAV Dental is proud to be working with leading dentists around the world in order to bring our zirconia implants to dental practices."

Dr Siegmund Döttelmayer heads the Department for Implantology, Periodontology and Oral Surgery at the EMCO clinic in Austria and is committed to providing safe, stable

and long-lasting ceramic implants. As a member of the European Society of Cosmetic Dentistry and the European Association for Osseointegration, Döttelmayer uses full-zirconia implants for his patients. "Full-zirconia implants are ideal for patients suffering from allergies, which makes titanium unsuitable for them. More importantly, the material is known for its very high fracture strength and excellent flexural strength. Furthermore, post-surgical healing has proven to be similar or better than with titanium implants. Based on ten years of experience with zirconia implants and around 1,800 cases, I can confirm only one case of peri-implantitis, with the associated bone resorption."

### Reliable and affordable

Dr Michael Leistner is an established implant specialist from Germany, where he maintains two practices. He has hundreds of docu-



mented case studies through his company, dent design. Leistner has placed TAV Dental implants in a number of patients already. "Full-zirconia implants offer higher biocompatibility and more beautiful aesthetics and are a completely metal-free alternative. Zirconia as a neutral material allows for successful osseointegration when sufficient pressure is applied. I have even observed growth of the gingiva on zirconia. Furthermore, the risk of peri-implantitis is significantly lower than for titanium implants. I consider TAV Dental implants a reliable and affordable full-ceramic system and am pleased to be able to offer it to my patients. In addition, I greatly appreciate the company's fast and reliable customer service."

Dr Simion Bran heads the Clinic of Maxillofacial Surgery at the Iuliu Hațieganu University of Medicine and Pharmacy. He described his experiences: "Zirconia implants have three main benefits: they possess excellent biological properties in contact with the bone and the gingival tissue, they achieve outstanding aes-

thetic results in the anterior region of the upper and lower jaws, and they exhibit low adherence of bacterial plaque." He continued: "I would definitely recommend TAV zirconia implants to my colleagues owing to the implants' superior quality. I would also like to highlight the excellent communication with TAV Dental, which answered promptly all my requests regarding the implant design and the internal connection."

### Zirconia is the future of implantology

Zirconia has been recognised by TAV Dental as an excellent material for its dental products for a variety of reasons. It is a highly aesthetic material, closely matching the colour of the natural dentition while possessing a lifelike translucency, and its anti-allergenic and tissue-friendly properties ensure an unmatched level of biocompatibility and osseointegration. In addition, it is highly resistant to heat stress and retains a relatively low level of biofilm compared with metals. TAV Dental's zir-

conia range is unparalleled in its diversity, with standard-platform and narrow-platform options available for almost every product. Its offering includes the following:

- zirconia aesthetic abutments
- zirconia aesthetic abutments with a titanium base
- zirconia anatomic healing caps
- one-piece ball attachment zirconia rings
- one-piece multi-unit zirconia rings
- zirconia lockers (Locator)
- zirconia implants and drills.

TAV Dental will be exhibiting at the 2017 International Dental Show, to be held in Cologne in Germany, from 21 to 25 March. It will be located at Booth G038 in Hall 4.2, and the company representatives are keenly looking forward to discussing its wide range of zirconia dental products with visitors. On 23 March at 11.30, Dr Eyal Tarazi from Israel will be giving a presentation titled "The impact of zirconia on the evolution of dental implantology" at the Speakers' Corner (Passage 4/5). ◀

AD

## Better implantology with ACTEON products

■ Owing to the evolution of dental technology, clinicians can now perform procedures that were unthinkable ten years ago. In implantology, for example, the success rate has progressed notably as a result of pre-implant procedures. Although the implant is the key element in this development, it is also essential to have high-quality bone support. The X-MIND TRIUM from ACTEON (Hall 10.2, Booth M060-N069) visualises this support and makes it possible to measure the bone volume immediately and assess the bone density.

X-MIND TRIUM is an essential tool for treatment planning and post-procedure follow-up, according to the French manufacturer. Its 3-D imaging capability allows clinicians to assess the anatomy from a single scan. 3-D modelling can then be used to choose the size and shape of the implants in proportion to the patient's morphology based on a substantial and scalable implant library. Moreover, clinicians start by putting the crown in place, which serves as a guide for better positioning of the implant. Imaging data generated by X-MIND TRIUM scans can be exported in STL format and imported into surgical guide design software.

Dental gaps are often associated with bone loss; thus, a graft is necessary to reconstruct the support for the implant. Owing to its ultra-porous structure that is especially compression-resistant, QUALIOS, the new synthetic bone graft material from ACTEON is the product of choice for bone regeneration, the company said. Its innovative structure allows the material to retain its volume and

fill the space long enough for complete regeneration, regardless of the mechanical stress from mastication. Furthermore, QUALIOS is very easy to handle: the high porosity allows quick fluid absorption, whether it is mixed with blood, saline or platelet-rich plasma.

The phosphocalcium ceramic in QUALIOS is completely resorbable and synthetic, avoiding the risk of contamination associated with products of animal origin. The material is available in TCP (tricalcium phosphate) and BCP (biphase calcium phosphate) formulations. These have different resorption speeds and come in granules and cylinders to fulfil the specific needs of each dental surgery.

Pre-implant surgery involving bone grafting is performed in areas where the supporting bone is insufficient. The use of



duced postoperative pain. With a special power boost and immediate power responsiveness, Piezotome Cube advanced electronics, combined with a reliable handpiece and robust tips, provide maximal performance and excellent tactile feedback. Furthermore, Piezotome Cube provides clinical benefits at each stage of surgery for improved patient acceptance.

All of these ACTEON innovations are the result of the research performed by its five design offices, which collaborate daily with internationally prominent dental surgeons to offer patients faster, more natural-looking results with minimal operative sequelae. ◀





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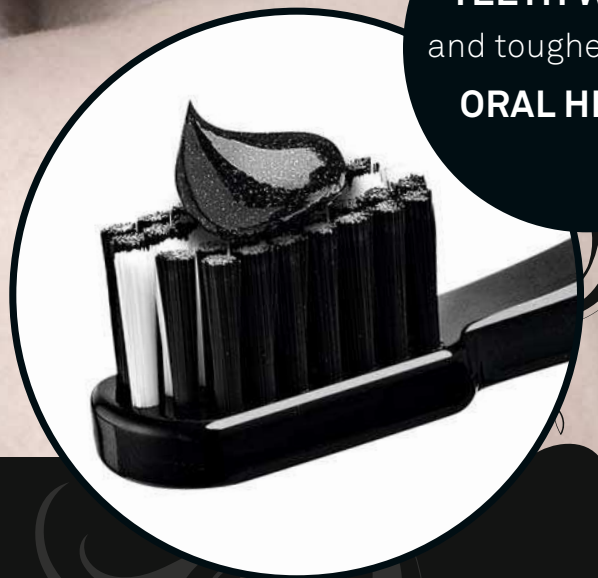
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## Disinfection is no longer the same with Tethys H10 Plus

■ With its new Tethys H10 Plus, MOCOM (Hall 11.2, Booth S029) is revolutionising the field of disinfection. The device decontaminates, washes, thermally disinfects and dries instruments with hot air, all in a single process, and automatically prepares them for subsequent packaging and sterilisation. Using this innovative, compact device, the reconditioning process is as simple as it is effective, according to the company. It also frees staff from tasks that are time-consuming and risky.

Tethys H10 Plus complies with the EN ISO 15883-1/2 standard. It reaches extremely high thermal disinfection levels, with the  $A_0$  value (indicates the level reached) settable from 600 to 6,000. This data is displayed on the device prior to cycle selection and during the process. Once the programme has been set via the colour touch screen, completion of all the reconditioning stages takes place auto-



matically. This limits the need for any intervention by staff, eliminating risk while ensuring that instruments are disinfected, clean and dry.

Furthermore, the cycle is very quick: decontamination, ultrasound washing, thermal disinfection and hot-air drying can be completed in a single stage that lasts only 35 minutes.

Tethys H10 Plus is a tabletop unit that comes with everything clinicians need. According to the company, it offers the same performance and features as conventional thermal disinfectors—water softener, detergent reservoir, filling pump, discharge pump and aqua stop—all in a compact unit suitable for any surgery. ◀

## A metal-free restorative option from Adentatec

■ German alloy manufacturer Adentatec has expanded its product range with the new ceramic-filled CAD/CAM high-performance poly-

good option for fixed dentures, particularly for allergic or sensitive patients. It has been particularly optimised for implant-supported resto-



mer SYSTEM PEEK-Blank. Owing to good mechanical properties and the low weight of the polymer, the patient will both enjoy wearing comfort and be assured of a strong material, according to the company.

System PEEK-Blank meets all of the biocompatibility requirements of DIN EN ISO 10993 and is a very

rations, secondary structures on telescopic crowns, two-piece abutments, gingiva formers, denture bases and many other treatment modalities.

The Adentatec team is looking forward to giving advice on its products to visitors at the company's IDS booth (Hall 10.2, Booth V029). ◀

## Instruments for conventional endodontics and endodontic surgery

■ Success in endodontics is linked to extreme rigour in following instrument protocols and the quality of the tactile feedback provided to the practitioner by the various instruments.

endodontic surgery. The anti-reflective coating of the ENDOBLACK instruments makes them easy to work with under the operating microscope light and more generally avoids vi-



With its new ENDOBLACK product family, KOHLER Medizintechnik (Hall 10.2, Booth L029) meets these needs of endodontists while adding ergonomic elements that increase working comfort.

Working under the microscope is becoming increasingly common in endodontics. This requires specific instruments made of high-quality steel, whether for orthograde access or for

sual fatigue during the various clinical stages of creating an access cavity for root canal obturation.

Moreover, the design of the new handles facilitates the cleaning process, the company said.

ENDOBLACK instruments are available in two sets, each in sterilisation trays, according to application, conventional endodontics and endodontic surgery. ◀

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## Swiss quality dental products

Operating in more than 100 countries worldwide, Produits Dentaires SA (PD, Hall 11.3, Booth E018-F019) offers dentists a wide range of high quality products for use in endodontics, restorative dentistry, prophylaxis, prosthetics and periodontology. The MAP System (Micro Apical Place-

ment) for example is a unique method for effectively placing root canal repair materials, either by orthograde obturation for the treatment of perforations, root end fillings and pulp-capping using curved or NiTi memory shape needles, or by retrograde obturation after apical resection using

specially designed, triple-angled needles (left and right-angled) and/or hooked needles.

The company's easy-to-mix and fast setting PD MTA White, supplied in packets containing four sachets of 140 mg, is the most reliable repair solution for obturations with the MAP System. Owing to the perfect combination of the MAP System and PD MTA White, the placement of repair material has never been as easy and cost efficient, the company said. Solutions for endodontists also include the Opacal calcium hydroxide paste, desobturator eugenates, resin removers and disposable plastic pipettes, among other products.

Produits Dentaires' glass fibre posts with composite Fibra-post feature an improved composition (Urethane Dimethacrylate based resin matrix, bis-Phenol A free) with pre-silicatisation, higher radiopacity,

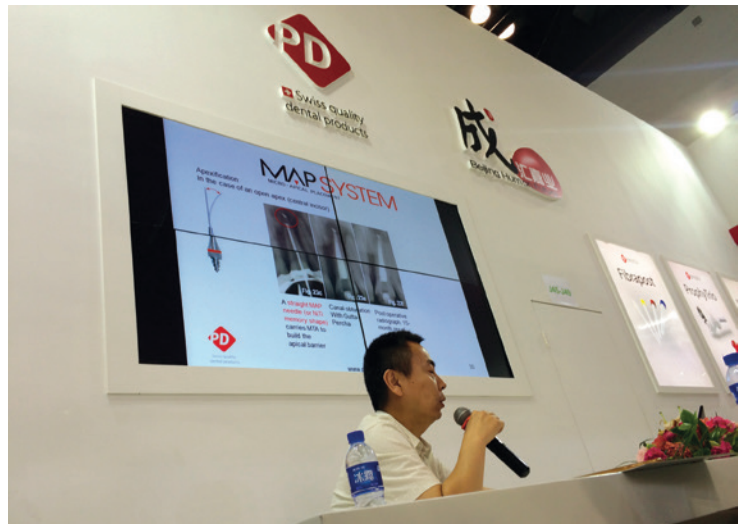
optimised adhesion to sealing composite and improved mechanical resistance and flexural strength. The Prophycups Snow & Fire, as well as their traditional Rubber cups offer both dental hygienists and dentists the best selection of polishing cups for both regular cleaning and heavy duty stain removal. Together with the company's refined dental sticks, floss and cotton pellets, professionals will find everything they need under one roof.

PD provides information and support worldwide through its worldwide network of distributors and speakers, with whom the company also regularly organises workshops and conferences. The company constantly invests in the development of new products which are based on the latest knowledge. As a Swiss manufacturer, they always strive to present innovations to dentists which meet their high quality stan-

dards and improve their daily work. In addition, existing products are continuously evaluated and improved further. The company works closely with a national and international expert team of dentists, dental hygienists and other specialists from the medical field. In addition, several research projects are running in close cooperation with universities and colleges in Switzerland and worldwide. ◀

**+** Swiss quality dental products

◀



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## Promising oral care tech on display at IDS

Launched last year, BioMin's bioactive glass materials were developed by a research team led by Prof. Robert Hill at Queen Mary University of London in the UK. BioMin is sharing a stand at IDS with Cera Dynamics, the manufacturer of the bioactive glass. The new BioMin toothpaste ingredient, which restores the lost mineral from tooth enamel, helps prevent

these with visitors to our stand at IDS."

"I will be joined in Cologne by our German distributor Dent-O-Care, and we will be able to talk to visitors and make presentations in English, German and French," he added.

At the stand, dentists and hygienists can learn more about the properties and benefits of the BioMinF and



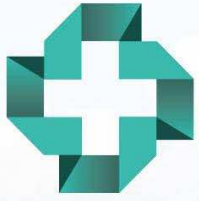
caries and treats sensitivity, is being shown in Hall 11.03 at Booth E035.

Visitors are invited to pick up a free sample at the booth and enter into a competition.

"We are extremely excited about BioMin's prospects, having started to sell in the UK and across a number of other countries," BioMin CEO Richard Whatley said. "We are now putting licensing agreements in place in India, China, the US and Australia, and are seeing interest from dental professionals, manufacturers and distributors from around the world. There are still many opportunities out there and I look forward to discussing

BioMinC toothpastes. Furthermore, manufacturers of dental restorative materials looking to better understand BioMin's involvement in the smart repair of caries through prolonging the life of composite fillings and reducing the need for mercury-based amalgam can have their questions addressed. Whatley will be at IDS throughout the show to engage visitors in English, German and French.

BioMin is seeking distributors or licence holders to take the product to new corners of the globe. For more information or to book an appointment, please visit [www.biominc.co.uk](http://www.biominc.co.uk). ◀



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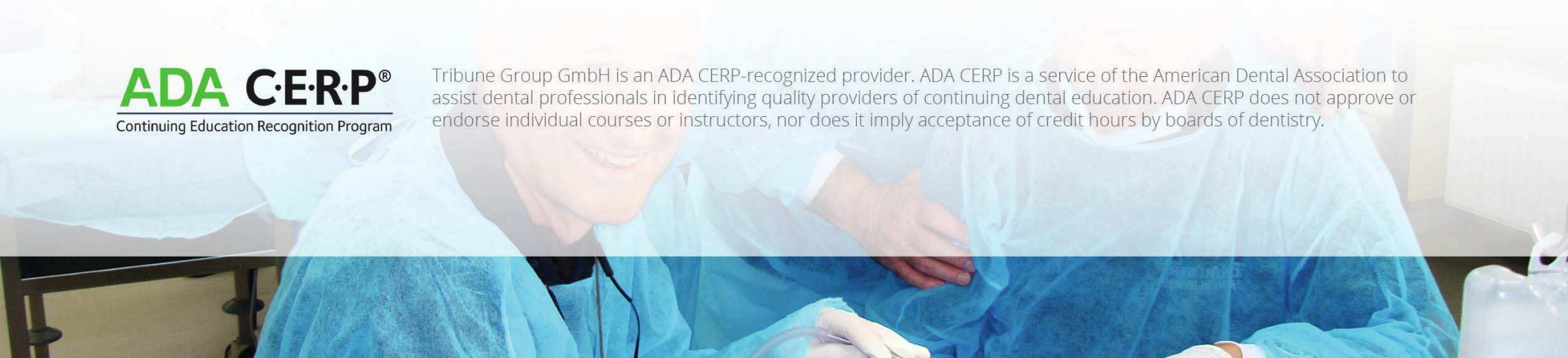
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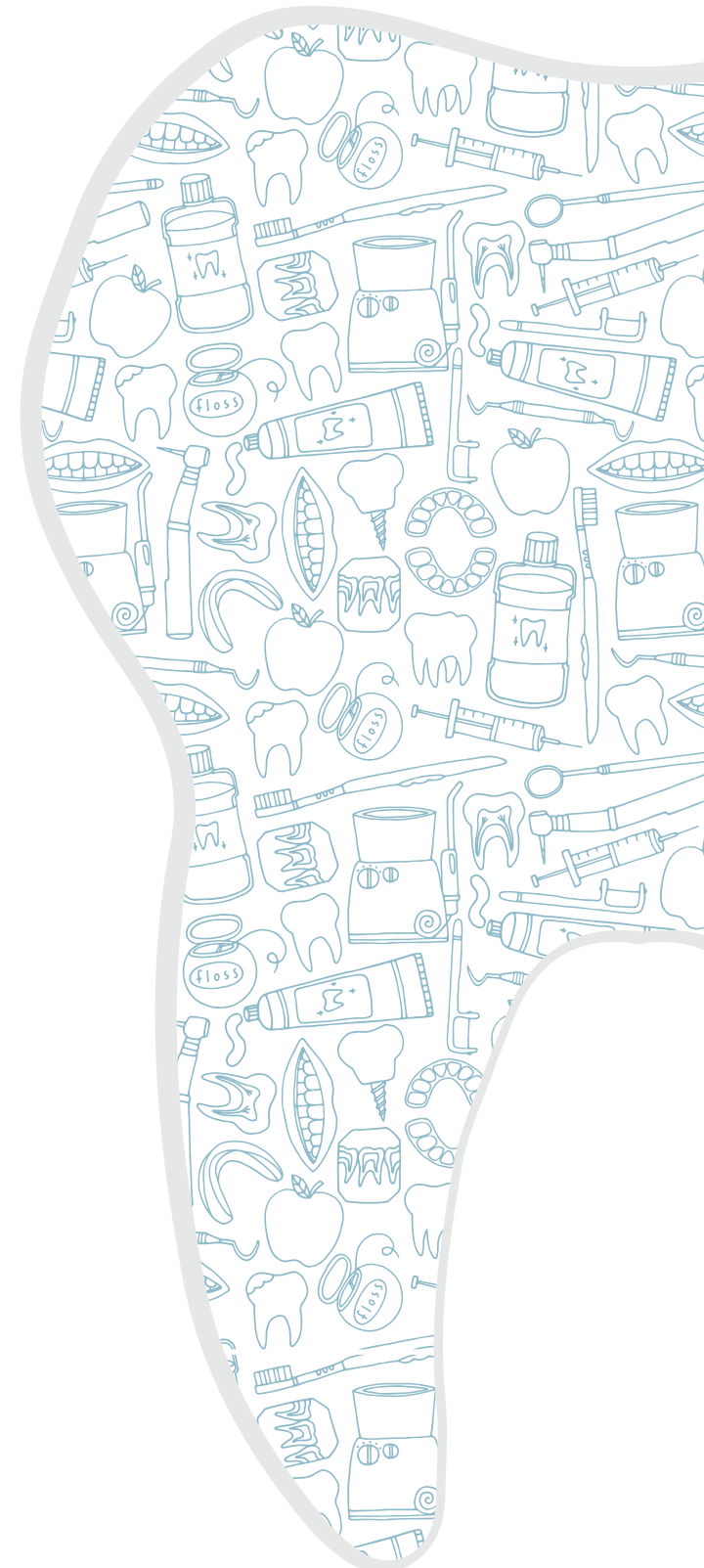
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## Expand your dental shop with innovative zirconia implants

Conventionally, the materials used in dental implantology have overwhelmingly been titanium-based. Though the quest for a metal-free alternative began half a century ago, recent advancements in technology and production have positioned ceramic implants as a viable and aesthetically very attractive option. Optimal soft-tissue integration, stability and osseointegration are additional factors that have convinced an increasing number of dentists to switch to zirconia. With its excellent customer service and wide range of outstanding zirconia dental products, TAV Dental presents an evolutionary approach to patient satisfaction in tooth replacement. Owing to the continuous market demand for high-quality zirconia implants, dental dealers and distributors should make use of this unique business opportunity to visit TAV Dental in Cologne in Germany at the International Dental Show in March.

A division of TAV Medical, TAV Dental has over four decades of experience in the design and manufacture of dental products and devices. While TAV Dental continues to work with other leading Israeli dental manufacturers, the company produces its high-quality titanium and zirconia implants in its own factory,

dium-sized company to remain close to its customers. Besides its headquarters in Israel, TAV Dental is soon opening a new office in Germany.

### The future is zirconia

Zirconia has been recognised by TAV Dental as a superior material for its dental products for a variety of reasons. It is a highly aesthetic material, closely matching the colour of the natural dentition while possessing a lifelike translucency, and its anti-allergenic and tissue-friendly properties ensure an excellent level of biocompatibility and osseointegration. TAV Dental's zirconia range is unparalleled in its diversity, with standard-platform (SP) and narrow-platform (NP) options available for almost every product.

TAV Dental's zirconia dental implant represents the apex of implant technology. Available in either a one- or two-piece design with a height of 8, 10 or 12 mm, this implant comes in a natural ivory colour with a rough surface to permit greater tissue adhesion. Combining a remarkable level of strength and stability with lower rates of plaque retention, the zirconia dental implant sets the industry standard for metal-free restorations.



from design to shipping. By utilising innovative ceramic injection moulding technology, TAV Dental ensures that its line of zirconia dental products is of a uniformly high quality. With its vision set firmly on the future, the company aims to establish its aesthetic and structurally integral zirconia range worldwide.

TAV Dental boasts a 7,000 m<sup>2</sup> state-of-the-art factory just for the manufacture of dental implant systems. Immediate product availability, fast shipment and competent, multilingual service allow the me-

The zirconia aesthetic abutments line offers abutments with an angle of 0, 15 or 25° and a height of 0.5, 1, 2 or 3 mm. TAV Dental's SP aesthetic abutment is a one-piece design made entirely of zirconia and is suitable for particularly aesthetically demanding areas. All other zirconia abutments are developed with a titanium base and are available in both SP and NP designs, with the choice of an internal hex or conical connection. With an impressively customisable range like this, TAV Dental demonstrates

its ability to cater to any customer's needs.

TAV Dental's zirconia locker is another flexible product, available in an SP or NP version and with a height of 0, 1, 2, 3, 4, 5 or 6 mm and supplied with its own processing set. Zirconia anatomic healing caps too are an adaptable offering,

available as a Ø4.7 mm or Ø5.5 mm SP or a Ø4.0 mm NP and with a height of 2, 3, 4, 5 or 6 mm. In addition, the zirconia ring is an exceptional one-piece system that offers a high level of flexibility and aesthetics. Available as either a ball attachment or multi-unit version, it can be used for either an SP or NP

and comes in a height of 2, 3, 4 or 5 mm.

TAV Dental's quality assurance guarantees that it complies with existing European regulations and has the appropriate certifications. The company holds ISO 9001 and ISO 13485 certification, its products bear the CE 0483 marking, and approval by the US Food and Drug Administration is pending. Furthermore, dental dealers are guaranteed immediate stock availability and fast shipment. TAV Dental places great emphasis on establishing reliable and trustworthy partnerships with its customers.

The company would like to invite dealers and distributors to the 2017 International Dental Show to be held in Cologne in Germany, from 21 to 25 March. It will be located at Booth G038 in Hall 4.2, and the company's representatives are keenly looking forward to discussing its wide range of products with dental dealers and distributors. ◀

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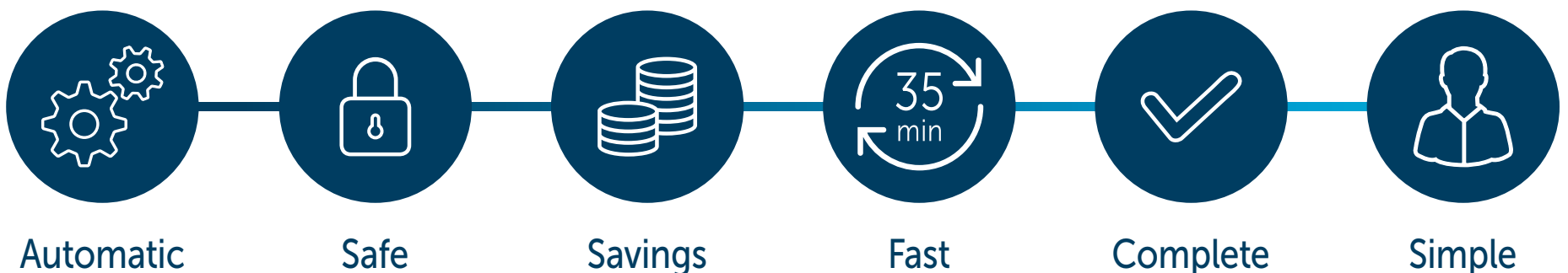
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Reduction of the number of live microorganisms on instruments.
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Tethys H10 Plus is an innovative device that complies with EN ISO 15883-1/2 standards and carries out the stages of decontamination, washing, thermal disinfection and drying as a single, automatic process. A single cycle that eliminates any risk to the operator and guarantees disinfected, perfectly dry instruments.

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## Highest industrial standard at the push of a button

■ Print@Dreve from Dreve Dentamid (Booth T030-U031, Hall 10.2) is currently the only German-made service offering for additively manufactured dental models. High-performance printers allow for superior industrial standards with regard to precision, quantities per building platform, material selection and flexibility in technical process adaptation. New additions to the Print@Dreve product portfolio are transparent occlusal and bruxism splints that are clear, unbreakable and extremely precise.

Owing to the refinement of the entire workflow, which includes cleaning and final curing of the models, and the ongoing efforts by the company's research and development department towards innovations and further improvements, Print@Dreve persistently provides the detail and precision that is crucial for dental models at lower unit prices. The smooth implementation of processes is secured by the highly skilled technical support offered by Dreve Dentamid. Furthermore, the open system provides maxi-



imum flexibility in selecting intra-oral scanners and the corresponding software. The entire process is carried out in the company's factory in Unna in Germany, allowing the models to be sent out within 48 hours.

In addition, Dreve has introduced a whole new system for impres-

sion-taking: Dynax. Owing to more accurate and user-friendly impression silicones, the entire process now takes less than 3 minutes, according to the company. High hydrophilicity ensures outstanding sharpness of detail, while its intensive snap effect allows a long working time, but a short curing time.

Superior mechanical properties provide high safety and, owing to a scan-

nable surface, the silicones can be used with digital processes.

Dynax comes in five different versions: Dynax mono, Dynax putty, Dynax heavy body, Dynax light and Dynax clear. As the all-rounder, the thixotropic Dynax mono allows precise impressions for all common indications with only one material. Non-sticky and easily kneadable, Dynax putty was developed as a reliable aid for complex impressions, such as in case of a reduced dentition with periodontal damage. The addition-curing tray-type silicone Dynax heavy body is a very thixotropic and stable cartridge material that can be combined with the thin-flowing corrective silicone Dynax light. With its excellent flow and hydrophilic properties, Dynax clear further allows the dentist to check the details during impression-taking. ◀◀

## 3DISC challenges market with new affordable and easy-to use scanner

■ Danish provider of digital radiographic and 3-D imaging technology for dental clinics 3DISC has announced the upcoming launch of its intra-oral scanner Heron IOS, which will be available for the first time at

most, the unit had to be precise in order to create digital impressions that the dentist can rely on," explained 3DISC CEO Sigrid Smitt-Jeppesen.

With STL and PLY output formats, the scanner offers an open ar-

"There is a high-end segment in the industry for fully featured, advanced products and technology, where you naturally pay for innovation, as well as for the premium brands—the Ferraris of intra-oral



the 2017 International Dental Show in Cologne in Germany (Hall 2.1, Booth B070-C071). Featuring small, lightweight hand- and mouthpieces, it will not only lead in ergonomics, but also challenge existing market prices by offering highly competitive pricing without compromising quality, the company said.

"In the development, our focus has been to bring a scanner to market that easily fits into the modern dental practice and workflows. We achieved a sleek and small, lightweight, ergonomic design in a solution that delivers great depth perception, colour recognition and speed. We understood that, first and fore-

chitecture. It is compatible with most dental CAD systems, ensuring maximum flexibility for laboratory integration. With the help of live video feed and guidance tools, the user is guided through performing a scan of the full dental arch in one workflow. The scanner itself is intuitive and extremely easy to use with its lightweight and compact design and a rotating tip that provides the best angle for scanning, according to the company. Heron IOS facilitates automation in the practice's workflow, as well as great communication options both between the dentist and the laboratory and between the dentist and the patient.

scanners," said Thomas Weldingh, Executive Vice President of Sales and Marketing. "However, we recognised that dentists and clinics that primarily perform the most common restorations and a limited number of impressions per year have different needs. With them in mind, we have created a scanner that covers all common features and restorations. Heron IOS takes up its own spot in the middle segment of the market as the sensible and smart choice—the 'Volkswagen' of scanners."

Heron IOS will be available later this year, with shipments expected to commence in the fourth quarter. ◀◀



## Wave of innovations from Müller-Omicron

■ Visitors to the Müller-Omicron stand at IDS can look forward to plenty of innovations in silicones, disinfectants and light-curing resins. The company's portfolio of disinfectants has been completely revamped and now includes a new viricidal

The light-curing modelling resin LC-model gel is a new addition to Müller's product portfolio and enhances convenience for dental technicians at their workplace. According to the company, it can be used for a wide range of applications.



product group developed to meet more stringent requirements in dental practice.

Some of the features of the scanable impression silicone line Aqium 3D have been considerably improved. Furthermore, the product group has been strategically extended with Aqium 3D PUTTY STANDARD for a wider range of applications.

"While this is just the first step towards 3-D printing technology, there are many more to follow," commented Jens Günther, Marketing Manager at Müller-Omicron.

Visitors can look forward to professional consultation, live demonstrations and samples at the Müller-Omicron booth (Hall 4.2, J090-K099). ◀◀

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## What else Cologne has to offer

With its rich cultural and culinary scene, the Rhine city has something for everyone.



■ Once the International Dental Show closes each day at 18:00, there is plenty to do in the evenings, as Cologne is a city of culture with a myriad of activities and sights.

### Culinary pleasures

The city has a restaurant for every taste. Lovers of haute cuisine, for example, would not want to miss the two Michelin star-awarded restaurant Le Moissonnier at Krefelder Straße 25, which serves excellent internationally influenced French cuisine. For those of you who prefer Mediterranean, Greek restaurant Plomari at Sülzgürtel 96 in-

mentioning the numerous traditional restaurants, including the Bierhaus an d'r Salzgass at Salzgasse 5-7, which serves a Kölsche menu and speciality Kölsch beer. Frequented by locals and tourists alike is also the Weinhaus Vogel at Eigelstein 74, where guests can enjoy excellent regional food and experience life in the city.

### Cologne in the day and at night

Among the most famous of the city landmarks is the Cologne Cathedral, which is more than 700 years old. The second-tallest sacral building

through tales surrounding its many buildings and streets. Several other guided tours, held during the day too, take visitors to famous and less known, but fascinating, areas of the city.

### Art and exhibitions

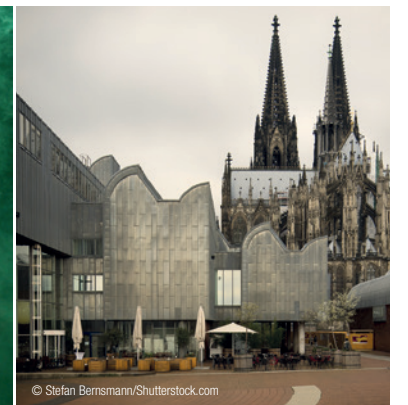
In 2017, Germany is celebrating the 150<sup>th</sup> anniversary of Käthe Kollwitz, one of the country's most famous graphic artists and painters. During the whole week of IDS, the Käthe Kollwitz Museum at Neumarkt 18-24 is showcasing several of her works in a special exhibition.

### Multifaceted theatre

IDS visitors will find more cultural offerings in Cologne's theatres. For lovers of the classics, for example, the Metropoli Theater at Eifelstraße 33 will be presenting William Shakespeare's *Twelfth Night*, or *What You Will* on 23 March. On Friday, the Theater der Keller at Kleingedankstraße 6 brings Friedrich Dürrenmatt's crime novella *The Pledge* to life on stage.

For those who prefer something lighter, comedian Hans-Joachim Heist through his persona Gernot Hassknecht will give his unique take on current politics at the COMEDIA

bum *The Good Life* at the Cologne Philharmonic Hall at Bischofsgartenstraße 1. Also being held during the week is the annual Fest für Alte Musik, this year titled "Greatest Hits", which showcases music that has been played for centuries. At the Trinity church at Filzengraben 6, visitors can experience the Lutheran cantatas by Johann Sebastian Bach. The highlight of the festival, however, will be *The Magic Flute* by Wolfgang Amadeus Mozart, performed at the Balloni halls at Ehrenfeldgürtel 88-92. The role of Papageno will be played by Guildo Horn, who quickly rose to interna-



dulges with its delightful variety of mezedes—small hot and cold dishes of many different kinds. What makes this restaurant famous beyond the city borders, however, is its excellent list of Greek wines. For light meals, the Funkhaus on the Wallrafplatz near the cathedral is the place to go. In the historic surroundings of this stylish cafe, patrons can end the day with a freshly mixed cocktail or one of its coffee specialties.

A review of Cologne's culinary offerings would not be complete without

in Germany, it was declared a UNESCO World Heritage Site in 1996 and attracts flocks of visitors from around the world each year. Besides the impressive architectural cathedral, are the Heintzelmännchenbrunnen (Gnome fountain), the city hall and the Melaten cemetery, which spans more than 435,000 m<sup>2</sup> and has a number of impressive tombs and monuments.

The night walk in the Old Town on 24 March offers a different view of Cologne, bringing the city's history to life

At the Cologne City Museum at Zeughausstraße 1, visitors can learn more about the history of the 1,000-year city. In a special exhibition about the Heumarkt, organised in collaboration with the Romano-Germanic Museum, the history of one of Cologne's largest squares is conveyed. Until 26 March, the Romano-Germanic Museum is also showing over 400 ancient and early medieval glass objects in the context of the time in which they were created.

Theater at Vondelstraße 4-8. More venturesome types might be interested in the cross-media adaptation of Michel Houellebecq's science fiction novel *The Possibility of an Island*, which will be shown at the Alte Feuerwache on Melchiorstraße 3 throughout the week.

### New and enduring

There are many concerts taking place during the week of IDS. On Monday evening, for example, trumpeter Till Brönner is performing his new al-

bum *The Good Life* at the Cologne Philharmonic Hall at Bischofsgartenstraße 1. Also being held during the week is the annual Fest für Alte Musik, this year titled "Greatest Hits", which showcases music that has been played for centuries. At the Trinity church at Filzengraben 6, visitors can experience the Lutheran cantatas by Johann Sebastian Bach. The highlight of the festival, however, will be *The Magic Flute* by Wolfgang Amadeus Mozart, performed at the Balloni halls at Ehrenfeldgürtel 88-92. The role of Papageno will be played by Guildo Horn, who quickly rose to interna-

tional fame by competing for Germany in the 1998 Eurovision Song Contest. Contemporary music lovers will enjoy the musical adaption of the film *The Bodyguard*, being shown at the Musical Dome, right next to the train station.

These suggestions cover only some of the options to ensure your stay in one of the most lively, attractive and charming of German cities is most enjoyable. ◀

(Article by Rebecca Michel, Dental Tribune Germany)

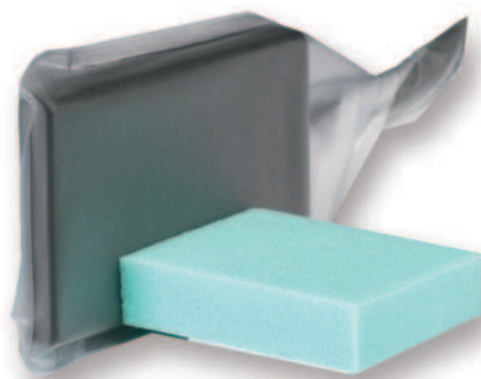
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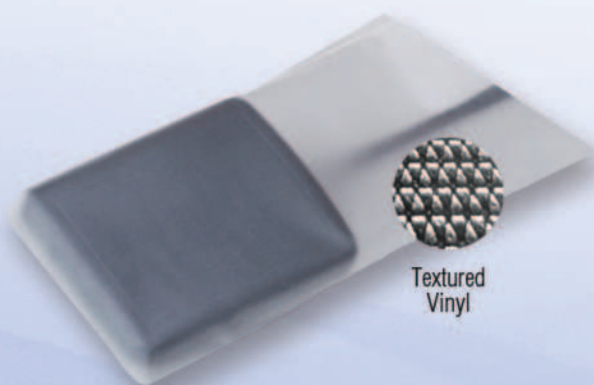
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## Useful information and travel tips

### Organisers

Gesellschaft zur Förderung der Dental-Industrie, the commercial enterprise of the Association of German Dental Manufacturers (VDDI)

### Koelnmesse

### Exhibition opening hours

▶ Daily from 9:00 to 18:00

### Admission online

- ▶ 1-day ticket: € 13.00
- ▶ 2-day ticket: € 17.00
- ▶ Season ticket: € 21.00

- ▶ 1-day ticket for students/special ticket for children accompanied by adults: € 7.50

### Admission on site

- ▶ 1-day ticket: € 17.00
- ▶ 2-day ticket: € 21.50
- ▶ Season ticket: € 27.00
- ▶ 1-day ticket for students/special ticket for children accompanied by adults: € 8.50

### IDS app

With an offline search, interactive hall plan, personal checklist and

other interesting information regarding IDS 2017, the IDS app allows visitors to plan their trip at any time and from anywhere, according to Koelnmesse. Other services include a product database, information about the fairground, as well as integrated access to Business Matchmaking 365, a service that aims to bring visitors and exhibitors together even before the show. The app is free and can be downloaded from the iTunes Store and Google Play.

### Press and media

Free copies of the *today international* daily show newspaper will be distributed on site and provide visitors with the latest from IDS 2017, new products and things to do in Cologne. Daily news updates, photographs and videos in English will also be available online at [www.dental-tribune.com](http://www.dental-tribune.com).

### Passport and Visa

Owing to the Schengen regulations, nationals from a country of the European Union do not require a visa to enter the Federal Republic of Germany. All other foreigners require a visa for stays in the country. A visa is not required for semi-annual visits of up to 90 days for nationals of those countries for which the European Union has abolished the visa requirement. A current list is available on

the website of the Federal Foreign Office at [www.auswaertiges-amt.de/EN](http://www.auswaertiges-amt.de/EN).

### How to get to Cologne

Cologne/Bonn airport is served by most European and international airlines. With more than eleven million passengers per year, it currently ranks number six in a nationwide comparison of passenger statistics. As official airline of IDS 2017, the Lufthansa Group is offering visitors reduced rates for flights from over 250 cities in around 100 countries to the airports in Cologne, Düsseldorf and Frankfurt/Main. In order to make use of the discount, users must visit [www.lufthansa.com/meetingsandevents](http://www.lufthansa.com/meetingsandevents) and enter the code "DEZZEKD".

Visitors planning to travel by train can take advantage of the discounted fares offered by Deutsche Bahn ([english.ids-cologne.de/ids/travel-and-accommodation/arriving/](http://english.ids-cologne.de/ids/travel-and-accommodation/arriving/)).

### Airport transfer

Reaching Cologne by taxi (stand located at Terminal 2) costs between €25 and 30. A less-expensive alternative is the urban train (S-Bahn), which departs regularly from the Intercity-Express railway station in Terminal 1. With their IDS ticket, exhibitors and visitors can use buses, trams and urban trains on the local public transportation network of the Rhine-Sieg Transport Authority (VRS), including the transfer be-

tween the Koelnmesse fairground and the airport free of charge.

### Banking and currency

As a member of the European Union, Germany uses the euro as legal tender. The exchange rate is about €0.94 to the US dollar (as at 10 February 2017). Credit card usage is still low compared with other European countries and limited to larger department stores, hotels, restaurants and petrol stations. Maestro Cards, however, are accepted almost everywhere, with a few exceptions, like newspaper stands, bakeries and fast-food restaurants, which only accept cash. Banks are open from 8:30 to 16:30 on weekdays.

### Medical insurance

Although the German health-care system has declined slightly recently, the country still has a high standard of medical care. Emergency treatment, however, can be costly and therefore travel health insurance, which is offered by most insurance companies, is highly recommended.

### Links

- ▶ [www.germany.travel/en](http://www.germany.travel/en)
- ▶ [www.lonelyplanet.com/germany](http://www.lonelyplanet.com/germany)
- ▶ [wikitravel.org/en/Germany](http://wikitravel.org/en/Germany)
- ▶ [www.cologne-tourism.com](http://www.cologne-tourism.com)
- ▶ <https://www.nytimes.com/2016/10/06/t-magazine/travel/cologne-germany-guide.html> ◀

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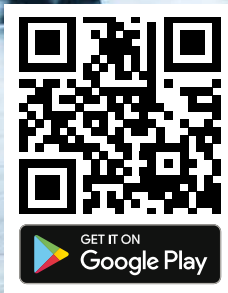
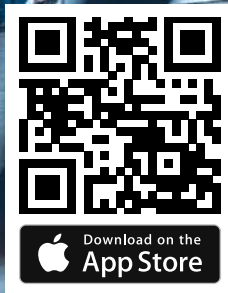
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