



# Become a champion!

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**Fig. 1:** Priv.-Doz. Dr Armin Nedjat, CEO and Managing Director of Champions-Implants.

**Founded eleven years ago**, the company Champions-Implants distributes implant systems and innovative products such as Smart Grinder, in Germany, Europe and worldwide. At this year's IDS in Cologne, **implants** spoke to Priv.-Doz. Dr med. dent. Armin Nedjat, CEO and Managing Director, about the company's beginnings, his work as both a practising dentist as well as Managing Director, the company's future plans and, of course, how to become a champion!

## **Dr Nedjat, where did you get the idea of founding Champions-Implants?**

The idea for Champions-Implants came to me at a very early stage. After having graduated in Frankfurt am Main in 1993, I first entered my father's practice in 1994. My father had started his implantological work again in 1976. In the further education training sessions, which I started to give from an early point on in my career, I introduced different implant systems to dentists—also two-component systems. The problem which presented itself to me during that time was obvious: Implant systems were far too expensive for the general dentist and thus not suitable for the broader public. I then decided to develop a system available for everyone.

## **Who is the company's target group?**

Our main customers are the generally practicing dentists; meaning those doing endodontics as well as the so called „small surgery“. The Smart Grinder for example is a device which generates valuable, autologous bone substitutes from extracted, and patients own teeth and is thus an absolute must-have for any

dental practice extracting teeth. With this device, the volume of hard- and soft-tissue is maintained.

## **How has your dental work helped you to succeed as Managing Director?**

My daily work experiences as a dentist have a major influence on my work as Managing Director, since ideas for new products mainly arise out of the dental practice. Moreover, a lot of input is coming from the practitioners themselves who contact me via phone or during one of our training sessions at the Champions® Future Center. From what they suggest and my own experiences, we develop and design something of great relevance to the daily practice.

## **Who is developing the products at Champions-Implants?**

The product development is done by Norbert Bomba, Vice CEO and Managing Director of the company, and my person. We also rely, of course, on a great network of experts. In the area of zirconium, we have been working for a long time now with Dr Wolfgang Burger and his team. Regarding the development of the Smart Grinder, we cooperated with Itzhak Binderman from Tel Aviv, Israel, and his son Amit Bindermann from New York, USA, to whom we keep up a very friendly relationship till today. Working with such a great team is absolutely fantastic!

## **Which was the first product in the Champions-Implants' portfolio?**

Our initial product was the one-piece square-shaped implant followed by the one-pieced, ball-

shaped implant. In 2011, we developed the two-piece Champions (R)Evolution® implant, which was and still is our most popular product to date, since most implantologists work with two-piece implants. Thanks to Dr Burger and his team, we can now also use the material pZircono to manufacture the implant body of the (R)Evolution®.

**Champions-Implants is well-known worldwide. In which countries are you mainly present?**

First and foremost, we are working in German-speaking countries, but also in Europe, and some other countries in Africa, Asia and America.

**With Vice CEO Norbert Bomba you have a dental technician on board at Champions-Implants. What makes the company interesting for dental technicians?**

For me it is very important to have a dental technician at management level. In my view, dentists and dental technicians have to be treated as equals. Due to the increasingly important digital workflow, it is crucial for dentists and dental technicians to continuously cooperate on a high level and function as a team.

**Shortly before the IDS, Champions-Implants introduced a new zirconia implant, the (R)Evolution White. What differentiates this implant from other zirconia implants?**

This is a very good question! I think, we were very lucky to have had the opportunity to work with Dr Wolfgang Burger during the past years as he developed a special type of zirconium, a tough one in terms of elasticity. Every company wants to make their materials more solid, us included. However, in addition, we aim for "elastic-tough" in our material. With this, the (R)Evolution White implant is far more break-proof than comparable systems. Another special feature is the surface quality: Our zirconia implant has—like titanium implants—a micro-rough structure, on which laser can be applied. In many cases, acids are used for this, which we did not want to do.

**With 426 participants from all over the world, the Champions® Symposium in March this year has proven the international success of your company. What are you striving for next?**



We will always strive for one thing: that ordinary people can afford high-quality dentures. This is something that is often not taken into account. Although the economic situation is—especially in Germany—generally very good, certainly not everyone can pay for high-quality care costing thousands of Euros per implant. Thus, the average price for an implant has to be lowered in the future. You can see that already with other companies that buy cheaper materials to offer lower priced systems.

**How do you manage to combine high quality with low prices?**

By not having an armada of sales representatives! We do not have a single sales rep poking around dental practices and winding up affairs. Our customers are coming to us, and to our professional trainings. Additionally, we have a fantastic association in place which supports us greatly—the Association for Innovatively Practicing Dentists (VIP-ZM).

**Last question: How do you become a real champion?**

It's simple: By having fun in what you are doing—regardless of the system in use—and by working in the patient's very best interest. The future of our practices is the minimally invasive method of implantology (MIMI®) and immediate implants. This can be done by every dentist without having to invest in micromotor and DVT.

## contact

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**Fig. 2:** Shortly before IDS 2017, the zirconium implant (R)Evolution White was introduced.

**Fig. 3:** In January 2016, Champions-Implants opened their Champions® Future Center in Flonheim, which is equipped with treatment rooms for live surgeries and training rooms with 3-D video transmission.

