

# today

SHOW  
REVIEW

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



### Dreams become reality

At IDS, Planmeca was among the exhibitors with the largest exhibition space. With several new products on display, there was plenty for visitors to explore and discover throughout the week. » page 4



### Interview

today international met with Jeff Wong, Strategic Analyst Manager at international medical market research and consulting firm iData, to talk about how competitors have reacted to recent market trends. » page 6



### Dentsply Sirona

Under its new slogan, the company presented integrated solutions that it said will enable both general practitioners and specialists to offer their patients better, safer and faster dental care. » page 10

## International Dental Show 2017 sets new record

Significant increase in exhibitors and visitors from all around the globe

More than 155,000 people from 157 countries visited the International Dental Show (IDS) this year, according to final figures released by organiser Koelnmesse. This is an increase of

the Americas (+52.9 per cent), eastern Europe (+43.0 per cent), the Middle East (+31.9 per cent), Africa (+31.7 per cent) and Asia (+28.0 per cent). The number of attendees from

for the exhibition. The majority of those surveyed (90 per cent) would recommend IDS to business partners, and 70 per cent said they plan to visit IDS in 2019.

Germany (636 and 19, respectively, in 2015), as well as 1,617 exhibitors and 44 additionally represented companies from abroad (1,480 and 44, respectively, in 2015). The proportion of foreign companies was 72 per cent (70 per cent in 2015). Of the more than 155,000 visitors from 157 countries (138,500 visitors from 151 countries in 2015), around 60 per cent (compared with 51 per cent in 2015) came from abroad.

IDS 2017 focused on digital production and diagnostics, intelligent networking solutions for practices and laboratories, smart services for dentists and dental technicians, as well as the further improvement of patient care and thus oral health worldwide.

The next IDS will take place from 12 to 16 March 2019. ◀



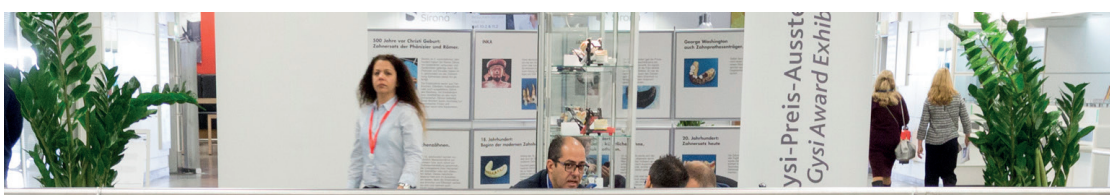
12 per cent compared with IDS 2015. Furthermore, the number of international attendees rose by almost 20 per cent to around 60 per cent. There was also a slight increase in national visitors.

There was a significant increase in visitor numbers from almost all re-

North America (+15.7 per cent) and the rest of Europe (+12.6 per cent) also rose significantly.

In a visitor survey, about three-quarters of respondents were very satisfied or satisfied with IDS 2017, as well as with achieving their targets

At the fair, 2,305 companies from 59 countries (compared with 2,182 companies from 56 countries in 2015) exhibited in an overall area of 163,000m<sup>2</sup> (158,200m<sup>2</sup> in 2015). These included 624 exhibitors and 20 additionally represented compa-



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# Publishers' Meeting at IDS

DTI is becoming a digital dental service platform

■ Ahead of the 37<sup>th</sup> International Dental Show, Dental Tribune International (DTI) held its 13<sup>th</sup> Annual Publishers' Meeting. This year, the meeting, which was attended by more than 75 licence partners from all over the world, including India, Iran, Israel, Italy and the Netherlands, discussed a number of new projects for the upcoming year and strategic approaches for future development.

At the meeting, DTI CEO Torsten Oemus addressed new trends in the global dental industry, as well as the relevance of online education, e-commerce for dentistry and event marketing. In response to these needs, DTI is continuously updating and expanding its portfolio, gradually developing into a digital dental service platform, he said.

## DTI Press Event

On the second day of the Publishers' Meeting, DTI hosted a press event at the Hilton hotel in Cologne, with 30-minute slots, including moderation and a Q & A session. Orthodontic company Six Month Smiles had the unique opportunity to present its products and obtain direct feedback from an international audience. The press event was very well attended and facilitated mutually beneficial conversations.

## New prevention magazine

DTI is continuing to expand its print portfolio and introduced its latest addition during the meeting: prevention. The new international magazine will feature topics concerning oral health and be released during the Annual World Dental Congress of the FDI World Dental Federation in Madrid in Spain this year.

## New website

In response to the growing need for digital dentistry technologies and the increasing importance of digital



media, DTI is relaunching its website this year as part of its continuing portfolio expansion. For improved usability, the navigation and menu of the local websites will be in local languages. The fresh look will include a modernised, interactive layout, with a focus on company profiles. Furthermore, the website will use several new advertising and content formats. A revised calendar with upcoming webinars and global events, as well as a map, will aid readers. In addition, an updated version of e-papers will be available for iPads.

## DDS.WORLD

As a next step to further integrating e-commerce into its portfolio, DTI has continued to develop DDS.WORLD, a new digital marketplace. "A business is valued by the interaction with its clients and we need to continuously find new ways to engage with them. We need to adapt our



business to the changing context," explained Oemus. DDS.WORLD, available at [www.dds.world](http://www.dds.world), is a full-service digital marketplace for products, news, e-learning and practice management. It is targeted at all participants in the dental industry. It offers product listing and an associated search facility, a practice management software program, direct customer communication tools and much more. The comprehensive web-

site has the potential to be a game-changer in the provision of digital dental services to the industry. "The digital world is becoming increasingly important in this context," emphasised Oemus.

## ROOTS SUMMIT

As part of its expansion, DTI is moving towards the events business and already organises the ROOTS SUMMIT, the discussion forum for

endodontics. Following on the success of last year's event in Dubai in the UAE, with over 300 attendees, the next edition will take place in Berlin in Germany from 28 June to 1 July 2018. The ROOTS SUMMIT began as a dedicated Facebook group, growing from a membership of 1,000 in 2013 to more than 22,000 currently, including dental professionals from well over 100 countries.

In celebration of World Oral Health Day, as the official media partner of this annual FDI initiative, DTI performed a mannequin challenge on 20 March as part of its Publishers' Meeting.

The next Publishers' Meeting will take place at the Black Sea in 2018 and be hosted by Dental Tribune Bulgaria. ◀◀

# ROOTS SUMMIT moves to Berlin

Dates and location of 2018 edition announced at IDS

■ At this year's IDS, ROOTS SUMMIT members, friends and partners gathered at the Dental Tribune Interna-

tional (DTI) booth for lunch to discuss various collaboration possibilities for the next event, which will again be

organised in collaboration with DTI. It will be held in the German capital of Berlin from 28 June to 1 July 2018. Over the past two decades, the ROOTS SUMMIT has established itself as the premier discussion forum for endodontics.

At the luncheon, the ROOTS SUMMIT group was represented by Stephen Jones and Dr Freddy Belliard, who outlined the history, achievements and goals of the group. ROOTS SUMMIT originally started as a mailing list of a large group of endodontic enthusiasts in the 1990s and has since 1999 evolved into organised ROOTS SUMMIT events around the world. The meeting has taken place in Canada, the US, Mexico (in conjunction with the Asociación Mexicana de Endodoncia), Spain, the

Netherlands, Brazil, India and the UAE (last year).

Since the establishment of a dedicated Facebook group in 2012, the ROOTS SUMMIT has increased its membership from just under 1,000 participants to its current level of more than 23,000, including many global endodontic opinion leaders. Well over 100 countries are represented in the group. Members of the community engage in discussions regarding endodontic treatment, the various issues that affect the patient,

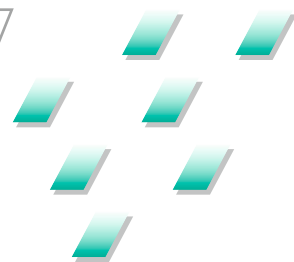
prognoses, current literature, and new equipment, procedures and protocols, among others. The online community is moderated by a volunteer group of endodontists.

The 2018 ROOTS SUMMIT will be held at the European School of Management and Technology, a historical site in the centre of Berlin.

More information about the 2018 ROOTS SUMMIT will soon be available at [www.roots-summit.com](http://www.roots-summit.com). Dental professionals are invited to like the ROOTS SUMMIT Facebook page. ◀◀

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GC's goal is to make the 21st century the "Century of Health". That's why we were ever so delighted to see you join us at our booth at IDS Cologne 2017 in large numbers. We hope you'll enjoy working with our new products and services. Of course, we hope to meet you at IDS 2019, but we'd like to see you again sooner: at a local event or for a course at one of our education centre's across Europe?  
Thank you for joining us on this journey!

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**'GC'**

**IDS**

See you  
at IDS 2019  
from 12-16 March

## Dreams become reality

With Dream Clinic and innovative products, Planmeca showcases the future of dentistry at IDS 2017

■ At IDS, Planmeca was among the exhibitors with the largest exhibition space. With several new products on display, there was plenty for visitors to explore and discover throughout the week. Over an area of 800 m<sup>2</sup>, the company also presented an impressive audiovisual representation of a complete treatment workflow with its popular Dream Clinic Show.

IDS is always sure to feature new products that will shape the future of dentistry and 2017 was no exception. As one of the largest exhibitors at the Cologne fair, Planmeca made a particularly strong impression with several innovations that were presented in all of the main product categories.

“We think that our new products are game-changing because the ultimate goal is efficiency in the dental clinic,” commented Planmeca Senior Vice President Tuomas Lokki. “If we can help clinicians to improve their daily workflows, I am confident they will trust us to guide them into the future.”

### Dare to dream

As a special part of Planmeca's IDS booth, the Dream Clinic illustrated how the company's fully integrated digital solution enables efficiency in all steps of the implant workflow. The show made use of a spectacular rounded screen in order to create an immersive environment for visitors and invited them in to sit down for a moment and enjoy a glass of champagne. The show drew immense crowds all week, and while seating was limited in the intimate setting, curious onlookers often gathered outside to find out what was going on. Sessions were held continuously throughout the day in both English and German.

The Dream Clinic Show featured all of the latest Planmeca products and highlighted the full potential of the company's integrated overall solution. Built around the powerful Planmeca Romexis software platform, Planmeca's sophisticated treatment workflows allow users to complete all of the steps themselves or flexibly outsource any parts to external partners.

Various immersive activities were offered at the booth. For example, visitors were invited to experience Planmeca equipment in their clinic environment using a virtual reality headset, providing them with a unique way to see what their ideal clinic would look like.

Of course, Planmeca products were not only featured virtually. The company's entire product line was also on display on the IDS floor for visitors to see and experience hands-on.

### The next generation of CBCT imaging

Without a doubt, Planmeca Viso was among the most impressive products that were introduced at IDS 2017. The innovative CBCT unit features a new workflow that, according to the company, takes the entire imaging experience to a new level.



Volume placement is now done virtually from the unit's control panel utilising integrated cameras and a live video view. This way, the user can see the patient from the control panel screen for flexible and exact positioning.

This innovation also allows users to do field of view adjustments directly from the live control panel view. The process is straightforward and intuitive, with the volume placed freely and its appropriate size determined. Furthermore, the control panel of the unit can be accessed directly from the imaging workstation.

Planmeca Viso's new imaging arm design allows for more space for the patient and shorter acquisition times. According to the company, there is no need for retakes because the new iterative Planmeca CALM algorithm for patient movement correction ensures excellent results every time. Particularly useful when capturing images of restless patients, this mode can be selected either preventatively before imaging or afterwards to achieve reliable results.

Planmeca CALM is available for all Planmeca ProMax 3D radiographic units.

### Precious things come in small packages

The release of the new Planmeca Emerald intraoral scanner proved that even 183gramme can have a massive effect. Its small size, outstanding accuracy and exceedingly fast scanning speed will make it a true game-changer that will become essential to dental professionals, the company said.

Owing to its extremely light weight, Planmeca Emerald is just like any other instrument the dentist uses daily. Furthermore, its simple plug-and-play architecture allows it to be easily shared between different treat-



ment rooms in a practice. The lightweight structure and user-friendly form of the scanner ensure optimal ergonomics and unmatched comfort for patients.

Completing the company's mission to make CAD/CAM dentistry accessible to all, Planmeca presented a new entry-level milling unit at IDS. The Planmeca PlanMill 30 S was designed for accurate chairside fabrication of metal-free dental restorations and appliances. The cost-effective single-spindle unit does not compromise on quality and offers all clinics a professional entry into the use of this technology.

### The complete implant workflow

As the leading software platform in dentistry, Planmeca Romexis has become the heart of many modern dental clinics. The software supports all types of dental imaging and offers an extensive range of tools for it to be used in all specialties. Planmeca Romexis now also provides a fully digital implant workflow, allowing users to design their own implant guides for the first time. From planning to manufacturing, all steps can be controlled and

completed in the Planmeca Romexis software.

The workflow has been further extended with the Planmeca Romexis Implant Guide module for designing surgical implant guides. With it, virtual plans can now be brought to reality accurately. Completed surgical guide designs can even be created on-site with the Planmeca Creo 3-D printer for unmatched efficiency throughout the implant workflow.

### Operational analytics at one's fingertips

With the aim of ensuring that clinical decisions are always based on the best possible information, Planmeca introduced a new way of looking at clinic operations at IDS. The web-based Planmeca Romexis Insights analytics service allows clinics and group practices to take advantage of interactive dashboard views and base evaluations, operative planning and predictive maintenance on clear visualisations of usage statistics at any time.

Even small dental clinics generate large quantities of data each day. The Planmeca Romexis Insights service combines this data into informa-

tive illustrations that facilitate evaluation of clinic operations intelligently. For the first time ever, dental managers can benefit from real-time information on how their equipment is operating, including a comprehensive usage history with data-rich interactive dashboards.

Planmeca Romexis Insights presents a wide range of device analytics for tracking usage, trends and patterns over time. Clinics can look at their device status and receive alerts and monitor patient counts and in-chair time for Planmeca dental units equipped with patient detection sensors. Milling and radiographic unit usage counts are also available.

### One software for all needs

With this many launches, as well as constant improvements to existing products, Planmeca users have much to look forward to in 2017 and beyond. Dentistry is transforming as digital innovations continue to push the envelope. Built around a single software platform, Planmeca's product offering forms a system that extends to something that is more than the sum of its parts. The future is already here for those prepared to embrace it, the company said. ◀

# B Futura and B Classic. Reliability takes centre stage.



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# Continuing acquisition will be a strategy for larger key competitors

An interview with Jeff Wong, Strategic Analyst Manager at iData

■ The ever-progressing digitalisation, changing regulations and a tendency towards mergers are currently shaping the dental industry. At the International Dental Show (IDS) in Cologne, *today international* met with Jeff Wong, Strategic Analyst Manager at international medical market research and consulting firm iData, to talk about how—major and emerging—competitors have reacted to these trends.

**today international: Digitalisation is one of the main trends that is changing the industry. Other than that, what developments are dominating the dental market?**

**Jeff Wong:** Yes, digitalisation is still the up-and-coming trend and everybody is trying to get into that market now. On the product side, I would say it is 3-D printing and intraoral scanning. Three or four years ago, there was only a handful

of competitors in both of those areas. This year at IDS, almost everybody was presenting some new product in these fields—knowing how fast these markets develop, everybody wants to participate.

**What consequences will this have for the market in general?**


Especially in these two areas, where the level of imitation is high, with so many competitors, it will definitely start diluting the market shares among the existing companies. However, if these participants start focusing on specific regions or niche audiences, I think there will still be a great deal of benefit.

**What about the recent merger trend—is that something we will see more of in the future?**

From what we have seen in other industries, we definitely predict that the trend will continue. Of




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course, there will always be a couple of smaller companies that will end up becoming fairly large themselves and remain independent. However, we expect that many of the successful emerging companies will be acquired at some point. One advantage that the larger competitors have is the amount of resources they have. They can always stay ahead of the curve. If they see somebody come to the market with something unique, they have the resources to quickly develop a product of their own.

**What role do the emerging markets play? What regions will become more significant in the future?**

Regarding digital dentistry, I would say much of the development is linked to implantology and prosthodontics. The key countries where those areas are big as well are Brazil and Italy. Even though the penetration of digital dentistry might be relatively higher in those areas compared with others, I would say they have the greatest opportunities for growth.

**What are the main trends in implantology?**

In terms of implants, dozens of new companies are popping up every year, but many are also either acquired or close down. There are definitely certain regions that are experiencing a great deal of growth, for example many Asian countries. At the same time, traditional markets such as Italy, Brazil and the US are doing very well. These markets are well penetrated at this point, so in terms of market growth it will definitely slow down. However, there is still substantial growth opportunity for the lower-priced competitors, while the traditional premium brands will see considerable competition from other markets.

**Do you think this will lead to those companies buying local competi-**

**tors? Or what will their strategy to succeed be?**

I think the strategy of most of the larger key competitors will be continuing acquisition. However, the strategy of some of the larger regional companies, for example in Brazil, is to continue going and to expand their global presence instead of being acquired.

In addition, many of the current key participants—with the regional regulations changing from country to country—are being forced to acquire new companies in order to be able to operate in the region.

**So, you are saying that larger companies are looking for smaller businesses to acquire in order to bring new technology to market?**

Not only on the technology side, but also to compete on the pricing level as well.

**In the current political climate, the Chairman of the Association of the German Dental Industry has issued a warning about protectionism and trade barriers. What are companies doing in this regard?**

At this stage, I think, companies are mainly waiting to see what will happen. Nevertheless, in light of what is happening in other industries regarding the whole Brexit issue—for example, European Union chiefs have warned airlines, including easyJet and Ryanair, to relocate their headquarters to the EU if they wish to continue their routes within continental Europe after the Brexit—if that can happen in the airline industry, who is to say it cannot happen in the dental industry. Again, for example in Mexico, which has a major dental tourism industry, if that is going to be affected in terms of procedural volumes, it is definitely going to affect the dental manufacturers as well.

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



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Dr. Ionut Branzan – Romania  
DT Helen & Didier Crescenzo – France  
Dr. Walter Devoto – Italy  
Prof. Dr. Liu Feng – China  
Prof. Dr. Louis Hardan – Lebanon

DT Fehmi Housein – Germany  
DT Djemal Ibraimi – Switzerland  
Dr. Damir Jelušić – Croatia  
Dr. Stefen Koubi – France  
Dr. Simón Pardiñas López - Spain  
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Dr. Guido Picciocchi – Italy  
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# Planmeca

## Precious things com



# Dentsply Sirona at IDS 2017

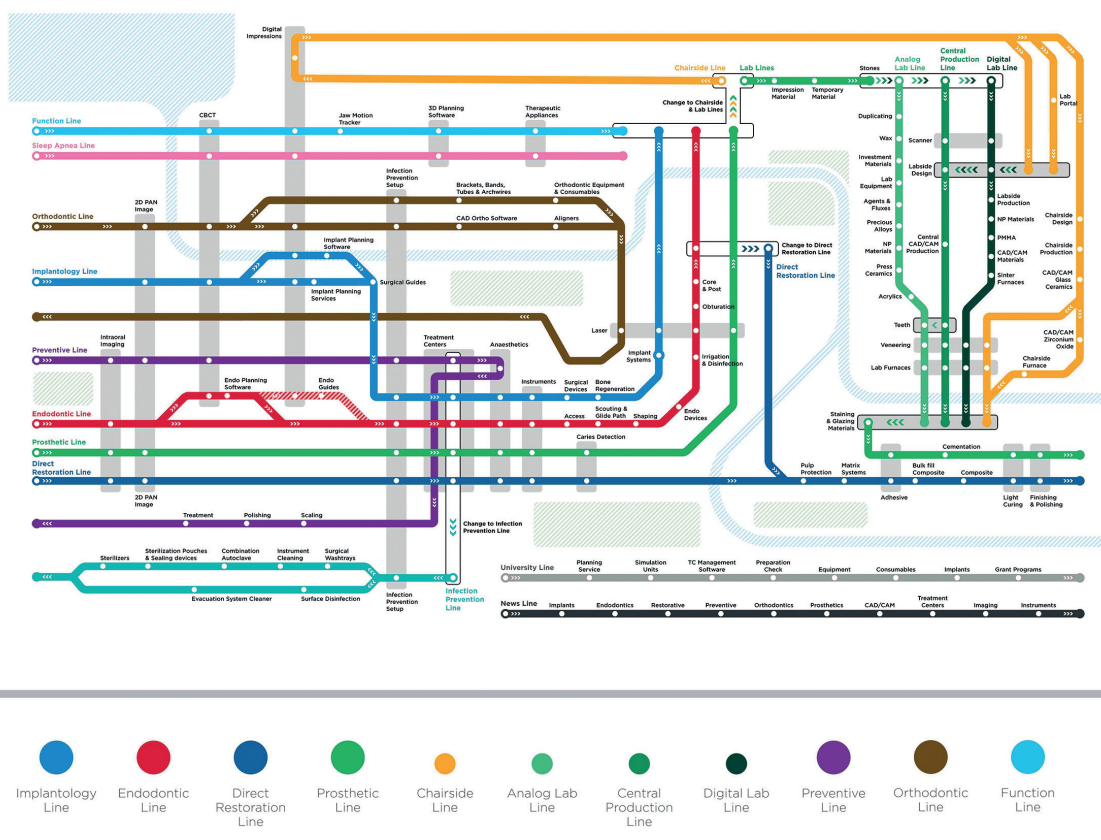
Impressive demonstration of integrated solution expertise

■ With 50 new innovations on display at IDS, Dentsply Sirona showcased the power that resulted from the merger of the world's two largest dental manufacturers. Under its slogan "The Dental Solutions Company," Dentsply Sirona presented integrated solutions that it said will enable both general dental practitioners and specialists to offer their patients better, safer and faster dental care.

"It is our goal to improve the predictability and efficiency of treatments and achieve optimum care even faster. We accomplish that primarily by way of integrated solutions, and that is what makes us "The Dental Solutions Company," explained Jeffrey T. Slovin, CEO of Dentsply Sirona, at the event in Cologne. "I'm proud that we were able to present 50 groundbreaking innovations here just one year after the merger. They are the result of our joint research and development efforts, as well as the close exchange of ideas with our customers."

Dentsply Sirona demonstrated its unique ability to address mega trends in the dental industry with integrated solutions. The key to this accomplishment, according to the company, is the efficient combination of enabling technologies and consumables to transform into successful, safe treatment workflows. This includes pioneering products and processes that fulfil the

## Dentsply Sirona Solution Map IDS 2017



The product portfolio of Dentsply Sirona offers a vast number of proven brands and exciting products. These have been mapped into journey lines – similar to the London or Paris tube map. You can be guided through each journey of specialism by using the Dentsply Sirona solution map guide. Follow a journey line and visit all relevant workflow steps.

On the backside of the map you will find the related recommended products and their locations at the IDS.

The Dentsply Sirona solution Map illustrates the commitment of Dentsply Sirona to enable dental professionals to provide better, safer and faster dental care. It also gives a complete overview of the dental solutions from Dentsply Sirona.

Each Line stands for a specific dental workflow from start to finish and each station on this line represents the major brand or procedure used at this step.

The workflow lines reveal the relationships between procedures and brands, and guide you when to change lines.

Start

End

Change lines

You don't have to exit at each station.

▲ Clinical workflows that easily merge into one another, similar to a metro route map, while offering alternative routes for complete flexibility, characterise the Dentsply Sirona solutions.



▲ Fig. 1: "We do not have products in mind, but solutions—this is what makes our company "The Dental Solutions Company," said Jeffrey T. Slovin, CEO of Dentsply Sirona. ▲ Fig. 2: The audience at the fair took the opportunity to talk to Dentsply Sirona representatives throughout the event. ▲ Fig. 3: Integrated solutions were the focus of nearly all Dentsply Sirona's exhibition booths.

individual needs and requirements of dental practices, exemplified by innovations announced by Dentsply Sirona at IDS concerning two particular areas: CAD/CAM and endodontics.

### Strategic decisions

More than 30 years ago, Dentsply Sirona introduced CEREC to the market, a CAD/CAM system that allows restorative treatment in a single visit. Moreover, it offers efficient solutions for implantology and orthodontics. At IDS, the company announced that the CEREC system will now allow the export of scan data in STL format, which means that digital impressions data can be used with software from other manufacturers. This provides dentists pursuing a gradual transition to the digitalisation of their practice with flexibility. They can now use CEREC Omnicam scans seamlessly when collaborating with their dental laboratory or with other clinical planning software.

"CEREC is the best-tested solution on the market, as well as the one tried and tested over the longest period,"

Slovin said. "The clinical success has been demonstrated in more than 250 studies. Over 40,000 users work with CEREC and have successfully performed millions of restorations this way. Consequently, Dentsply Sirona is well positioned to intelligently combine products into a unique workflow such as the one provided by CEREC."

Furthermore, Dentsply Sirona announced a definitive agreement to acquire all of the outstanding shares of RTD (Recherches Techniques Dentaires). Based in France, this company is the world's leading provider of endodontic posts and perfectly complements Dentsply Sirona's portfolio of endodontic and restorative products. Both companies have had a successful long-term partnership, in which RTD supplied Dentsply Sirona with endodontic posts. In this way, Dentsply Sirona's endodontic unit can provide even better-planned solutions than before.

### Solutions at a glance

Dentsply Sirona has developed a clinically tested process for nearly

every treatment requirement, in which all work steps are lined up like stations along a subway route. Transfers to alternative routes ensure that clinicians have enough flexibility to choose the best treatment option for each particular patient. Dentsply Sirona offers dentists and dental technicians solutions based on their very specific needs.

Symbolising the digital interlinking of processes, the route map provides both general dental practitioners and specialists with plenty of options. Depending on the indication, patient requests or the practitioner's personal preferences, efficient workflows can be used to reach the destination and desired results quickly and successfully.

The solution app developed particularly for IDS directed the user to the right business units, booths based on the searched topics, areas of interest or products.

"At IDS, it became apparent that it is less about the individual products," stated Chris Clark, President and Chief Operating Officer for Technolo-

gies at Dentsply Sirona. "Treatment workflows can be more effective and efficient if the individual steps, the technologies deployed and each product used are integrated and well matched."

### Well-thought-out solutions for various indications

Dentsply Sirona has already had great success with its integrated solutions just one year after the merger. Based on intense collaboration between the individual business units, well-thought-out workflows for various indications have been created.

Endodontics is one example. Diagnosis and treatment planning are supported by CBCT-based 3-D endodontic software. For the treatment itself, Dentsply Sirona has developed R2C—The Root to Crown Solution—which includes innovative file systems and both direct and indirect restoration concepts. The practitioner also benefits from the endodontic feature that is available as an integral component of the Teneo and Sinus,

which are the only treatment centres on the market with incorporated reciprocal file systems.

The solution features have also been expanded to implantology. Diagnosis using 3-D radiographic devices, digital impressions using CEREC Omnicam, treatment planning with the corresponding software, manufacturing of surgical guides, and insertion of clinically tested implants and their CAD/CAM-supported treatment merge seamlessly. In addition, the implantology feature integrated in the Teneo and Sinus treatment centres provides maximum comfort during placement.

"It is not a coincidence that more than 600,000 dental professionals worldwide work with Dentsply Sirona products and treat up to six million patients every day," Slovin stated. "Practitioners believe in the quality and clinical safety of the products, as well as the 100-year experience of our company. We do everything in our power to maintain this trust for at least another 100 years with our safe solutions." ◀



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- Drei Zahnärzte aus unserer Belegschaft arbeiten gemeinsam mit anerkannten Forschungszentren, darunter Gordon J. Christensen Clinicians Report® und The Dental Advisor™, an der klinischen Validierung der Wirksamkeit unserer Produkte
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In Glidewells internationalem Technologiezentrum in Irvine, Kalifornien, werden didaktische und praktische klinische Programme entwickelt.

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BruxZir-Fräsen, TS150™ Fräsen und CloudPoint™ Digitalscanner werden firmenintern entwickelt und hergestellt.



### Restaurations- und Präventionsdienstleistungen im Zahnlabor

- Seit 1970 liefert Glidewell Laboratories Zahnlaborprodukte von herausragendem Wert. Durch die Verwendung von klinisch validierten Materialien und digitalen Technologien werden branchenführende Restaurationen und Präventivlösungen angeboten.
- Mit der Eröffnung der Glidewell Europe GmbH im Jahr 2011 werden die erfolgreichen, hochwertigen Produkte und Dienstleistungen jetzt auch in Deutschland angeboten



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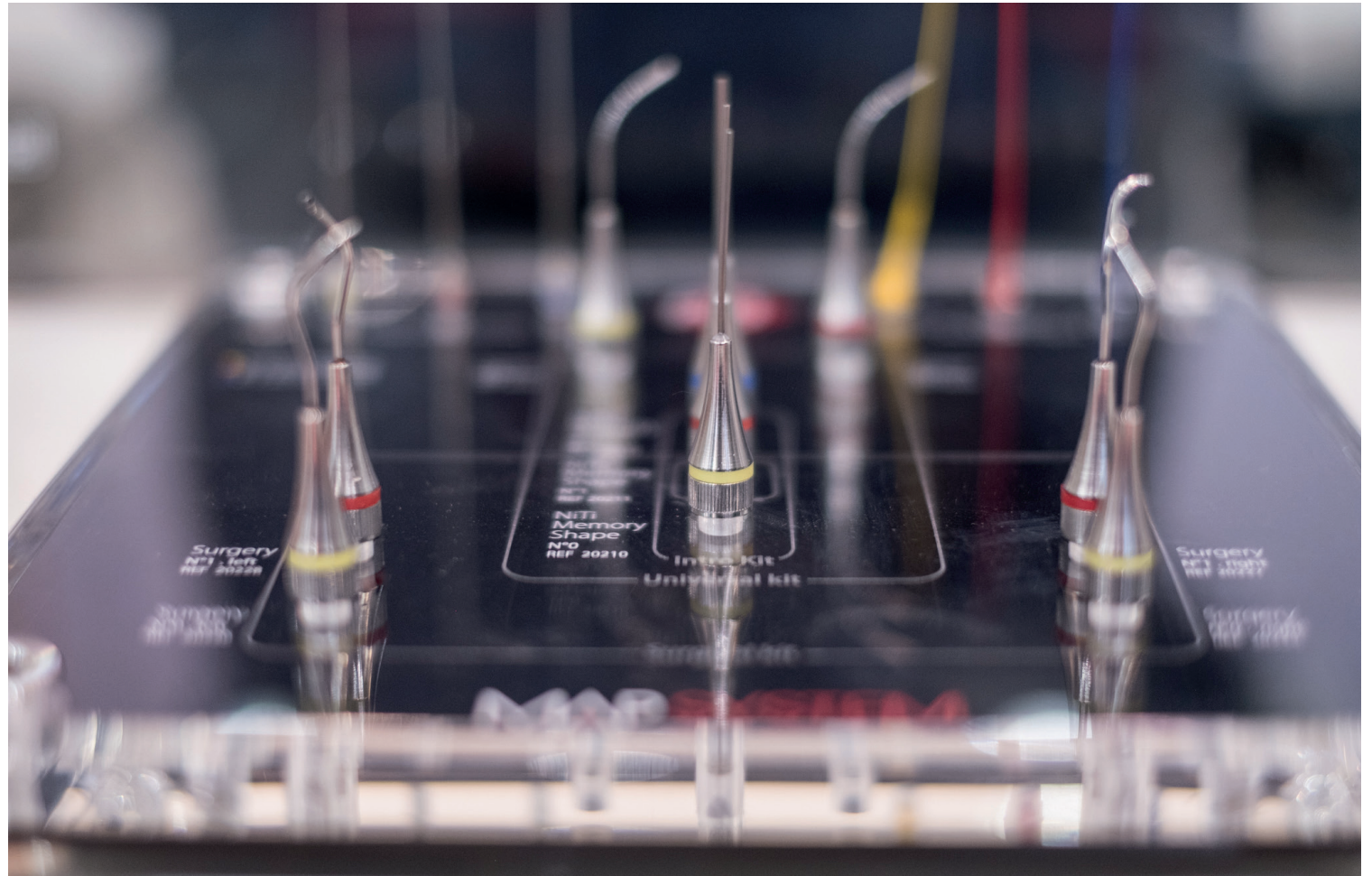
# Produits Dentaires expands in endodontics



■Produits Dentaires stands for Swiss quality in dentistry. In more than 100 countries, the company offers dentists a wide range of high-quality products for use in endodontics, restorative dentistry, prophylaxis, prosthetics and periodontology. At the recent International Dental Show (IDS), *today international* had the opportunity to learn more about the Swiss company's future business strategies and portfolio.

"We are a family business that has been operating in dentistry for 77 years now. However, this is a special IDS for us because we are entering a new phase. What we've been presenting here is our vision for the future," Yann Gehrig, Co-Executive Director of Produits Dentaires, along with his brother Nicolas told *Dental Tribune International* on-site. "Our portfolio has been very broad in the past. Now, our focus is on one particular area: endodontics."

The company's well-established MAP (Micro-Apical Placement) System, for example, is a unique method for effectively placing root canal repair materials. This high-end product for specialists has been manufactured for more than ten years. With MAP One, Produits Dentaires now offers general practitioners performing endodontic work a useful, cost-effective and easy-to-use version of the MAP System. "With this new product, for instance, we are able to give a much wider audience access to our products. This is an important aspect of our vision and we'll continue in this direction," stated Michel Ruffieux, Sales and Marketing Director at Produits Dentaires.



\* The company's MAP System was on display at IDS. (Photograph: Robert Strehler)

Over the past several years, Produits Dentaires has built up an extensive distribution network of agents, wholesale dealers and dental suppliers, making its products easily available worldwide. "With regard to meeting our partners and establishing new business relations, IDS is key for us. It is the only truly

global exhibition," Ruffieux commented.

Another key element of Produits Dentaires' business strategy is education. The company provides information and support worldwide through a national and international expert team of dentists, dental hygienists and other specialists from the medi-

cal field, with whom it also regularly organises workshops and conferences. In addition, several research projects are running in close cooperation with universities and colleges in Switzerland and worldwide.

"Our overall mission is to make dentistry simpler and more accessible for everybody," he concluded.

To this end, the company organised a workshop area at its booth this year for the first time at IDS. Every

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Switzerland at its very best...



\* Dr Riccardo Tonini (Style Italiano) held a workshop at the Produits Dentaire booth at IDS. (Photograph: Robert Strehler)

"Through our collaborations, we seek to create something new—products with added value. We feel that innovations need to be explained not only to the distributors but to the users too. We don't want to just put the products in a catalogue; we want to make sure that training for our products is done correctly," said Gehrig.

day during the show, Produits Dentaires offered free lectures and workshop sessions, which were presented by key opinion leaders from Style Italiano, for instance, and very well attended and received.

More information about the company can be found at [www.pdsa.ch](http://www.pdsa.ch).



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# “We are seeking to make inroads in markets that we have underserved for the last several years”

An interview with SS White sales managers Michael Schwartz and Michael Schilk

■ Being one of the oldest dental bur manufacturers worldwide, US company SS White has aimed to strengthen and grow its global footprint at this year's IDS in Cologne in Germany. *today international* sat down with Michael Schwartz and Michael Schilk, International Director of Sales and Head of Sales at the company's US endodontics division, respectively, to speak about brand reputation, global dealer expansion and the company's long-term approach to business.

## What is your goal here at IDS?

**Michael Schwartz:** To stay focused on our global dealer expansion initiative, which means we are concentrating on Tier 1 dealers. Aiming to dramatically grow our business over the next three to five years, we are first concentrating on markets where we have gaps in coverage and re-evaluating constant territories.

We are a market leader in North America and we are seeking to expand that brand recognition worldwide. We have markets where we are particularly strong, like the Middle East, China and more specifically Japan and South Korea. We are looking to strategise our leading brand technology in the markets we are more focused on now.

**Michael Schilk:** My role, similar to Michael's as he is growing the international footprint, is laying the groundwork for the launch of our endodontic line, our V-Taper system. We have received a great deal of feedback from customers, not just at IDS, but around the world, regarding the need for more endodontic products and specialised minimally invasive procedures.

At SS White, we feel that we have been at the forefront of that technology, and because we have that technology, we want to provide it to the customers who want it—to produce better outcomes and preserve the longevity of people's teeth. We have some unique technology within our diamond instruments and our burs that we feel separates us from the rest



of the market, so it is an expansion on restorative and general dentistry, as well as specialised endodontics.

## Which regional markets are you targeting specifically?

**Schwartz:** We are targeting western Europe. Currently, Germany is our primary focus and then we are planning to expand from there to other countries in Europe. Presently, we sell products to over 55 countries and we manufacture in the US and Italy. We are helping promote the brand globally and we are seeking to make inroads in markets that we have underserved for the last several years.

## How do you intend to accomplish that?

**Schwartz:** We have hired consultants located around the world to help us identify premium aligned dealers. We care about the long-term approach to business. We are not interested in the immediate dollar sale. We are focused on educating both the dental community and our customer base on better technology for improved patient outcomes.

## Do you feel that the western European market is receptive to your portfolio?

**Schwartz:** We have a compelling story: we are the oldest bur manufacturer in the world. We feel that we have technology that differentiates us from the rest of the competitors and we have global manufacturing—that sets us apart from our competitors, and it is our job to communicate

in South Korea, but in the Pacific Rim region as a whole. We are going to be participating in more exhibitions and become active on the ground, running more promotions to build our brand in the region.

## What are your impressions now, three days into IDS?

**Schwartz:** The feedback so far has been excellent. Our brand is

**Schilk:** When I came here, I knew that it was probably the largest dental convention in the world. When one walks the halls, one notices that innovation is everywhere. This convention speaks to innovation. We have been coming here forever, and with our innovative philosophy and products, it is a nice fit. In addition, we have received feedback and validation from global customers who

*We have some unique technology within our diamond instruments and our burs that we feel separates us from the rest of the market, ...*

that message to the dental community.

## Would you also like to strengthen your presence in the Asia-Pacific region?

We are currently hiring a regional sales manager in Japan. We have had sales in Japan for more than 50 years, we have a recognisable brand and we are looking to grow that business, not only in Japan and

known worldwide as a premium brand, and it is nice to see over and over again that people we have not had contact with before are eager to speak with us and acknowledge SS White as one of the most recognisable brands in the market. Our ability to move opportunities forward has been fast-tracked because of our brand reputation. I would say that, right now, we are even ahead of our plan for our dealer expansion.

have come to our booth and that tells us that our strategy to build a bigger footprint globally and to provide the support to key opinion leaders to achieve better outcomes has been successful. We are really looking forward to not just the remainder of IDS, but our continued attendance here in the future.

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



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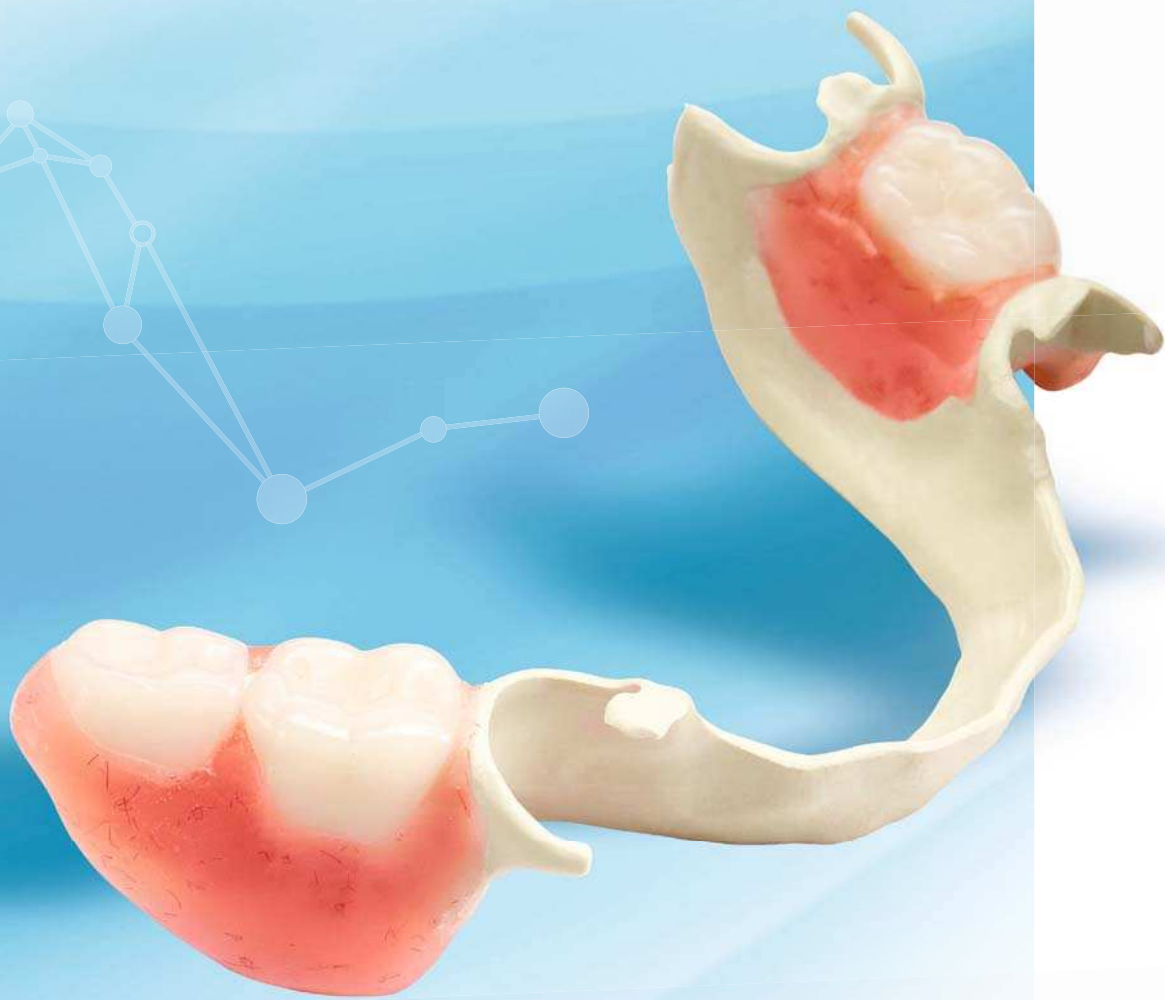
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## When innovation meets indication

With GRADIA PLUS, GC presents a simpler, smarter composite system for indirect restorations

■ When GC was developing its new laboratory composite, a main consideration was the needs of dental technicians. The new GRADIA PLUS composite system for indirect restorations is therefore the result of close cooperation between the company and a group of leading dental technicians from all over Europe, who were involved from the very first stages of development.

GRADIA PLUS is a high-strength nano-hybrid light-curing system that consistently exceeds aesthetic and performance expectations over a wide range of indications and techniques, from classic or multi-chromatic build-up to monolithic approaches. According to GC, it has a brightness, translucency, chroma and natural opalescence that compare favourably to ceramics. Featuring half as many syringes as before, it comes with fewer standard shades and in a modular format, offering productivity, flexibility and individuality with no compromise on the end result.

Rather than dictate to the laboratory technician how to do his or her job, GC has developed this compact modular composite system with a number of stand-alone kits that individually give optimum performance. These include layer sets, paint sets, accessories and a state-of-the-art all-in-one light-curing device. GRADIA PLUS is an integrated system that, if used in its entirety, will produce exceptional outcomes; however, technicians can use whatever modules suit their way of working and the indications of the particular case. Having fewer standard shades allows individual mixing and layering, similar

to ceramic veneering—easy and cost-effective with no compromise on strength. The colour range has been carefully chosen and adapted to the needs of dentistry today.

The unique modular concept allows the technician to step into the system wherever he or she likes. According to GC, there is always a set or a combination that will meet their demands regarding indication or technique. Being able to achieve the best possible aesthetics was a prime aspect in the development of GRADIA PLUS, so in addition to the creation of lifelike tooth and gingival

shades, technicians will be able to closely match any oral situation—white or red—in both the anterior and posterior regions, ranging from single crowns to full rehabilitations, including everything from metal-free inlays, veneers and jacket crowns to frame-supported crowns and bridges and implant superstructures.

### A long-term, permanent solution

A brilliant smile is only as good as long as it lasts. GRADIA PLUS has outstanding wear-resistance, GC said, with its compact, smooth sur-

face providing durability and high-gloss retention. While remarkably strong, the composite is also gentle on opposing teeth, making it particularly suitable for posterior high-wear, high-pressure restorations that are prone to chipping or cracking when made with porcelain. All of this can be achieved owing to the company's state-of-the-art nano-filler polymer technology, which uses high-density and homogeneously dispersed ultra-fine fillers blended into the resin matrix.

Knowing how vital handling is to the technician in selecting a restor-

ative material, GC has ensured that GRADIA PLUS comes in different types of pastes, each of them adapted to their typical indication and area of application. Heavy Body, used in the creation of internal dentine structures, is non-sticky and retains its shape. The technician can use the Light Body shades separately or mixed together to create the desired colour tone. In high-aesthetic work, the layering technique, using both consistencies in the same restoration, offers an almost unlimited number of colour and texture combinations.

The GRADIA PLUS system includes Lustre Paint, innovative and versatile internal and external paintable colours that can easily be mixed together to produce almost any colour nuance. It also comes with its own diluting liquid if the technician wishes to adjust the consistency. Lustre Paint colours make it incredibly easy to add long-lasting colour and gloss, with high wear resistance. Used on the surface, it reduces polishing and saves valuable time.

### The only light needed

Completing the GRADIA PLUS product family is the new all-in-one GC Labolight DUO, a multifunctional light-curing device that polymerises all shades effectively, with fast irradiation times, using the latest double-wavelength LED technology. The light offers two curing modes: pre-curing (step mode) and final curing (full mode). Owing to an automated rotary system and reflective plate, the light is distributed with optimum efficiency and the work is exposed from all sides. ◀



## For a more stable implant

W&H introduces Implantmed with W&H Osstell ISQ module

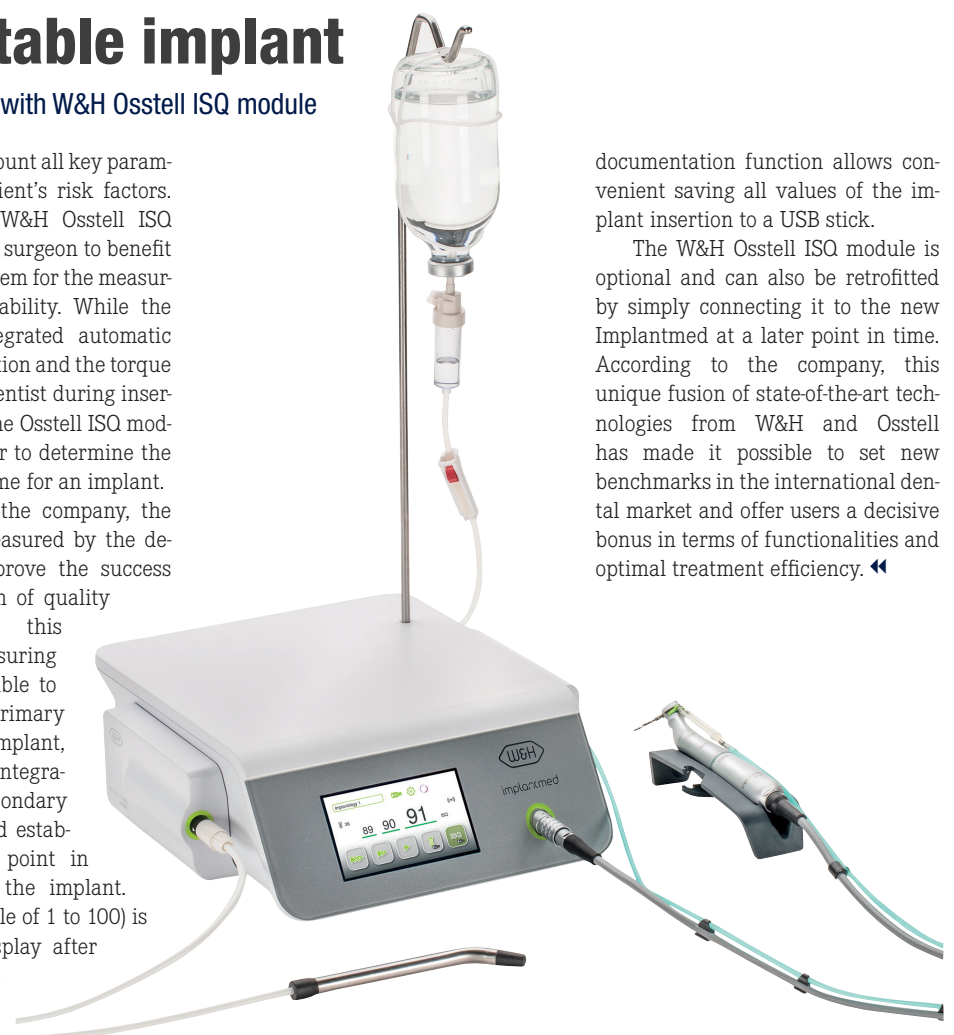
■ With the exclusive integration of the Osstell ISQ (Implant Stability Quotient) module into its new Implantmed, Austrian dental manufacturer W&H is now offering a unique system for the measuring of implant stability. In combination with the drive unit's improved functionalities, the module is intended to increase certainty and reliability in the evaluation of treatment success.

As an optional and retrofittable product feature, Osstell ISQ offers clinicians the ability to monitor the status of osseointegration continuously and document it, along with the torque. The user can then make decisions with increased certainty. Additionally, patients benefit from an optimised treatment flow.

Determining the optimal time to load an implant is complex, since one

must take into account all key parameters and the patient's risk factors. The retrofittable W&H Osstell ISQ module allows the surgeon to benefit from a unique system for the measuring of implant stability. While the Implantmed's integrated automatic thread-cutter function and the torque control help the dentist during insertion of implants, the Osstell ISQ module makes it easier to determine the optimal loading time for an implant.

According to the company, the stability value measured by the device helps to improve the success rate and is a form of quality assurance. With this non-invasive measuring system, it is possible to determine the primary stability of the implant, monitor the osseointegration using secondary measurements and establish the optimal point in time for loading the implant. The ISQ value (scale of 1 to 100) is shown on the display after the measurement has been taken. Implantmed's



documentation function allows convenient saving all values of the implant insertion to a USB stick.

The W&H Osstell ISQ module is optional and can also be retrofitted by simply connecting it to the new Implantmed at a later point in time. According to the company, this unique fusion of state-of-the-art technologies from W&H and Osstell has made it possible to set new benchmarks in the international dental market and offer users a decisive bonus in terms of functionalities and optimal treatment efficiency. ◀

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# Prevention more popular than ever



• The busy Curaden booth with New Idem's MAVI dental unit.

■ At the International Dental Show (IDS) in Cologne in Germany, there were more than 2,300 exhibitors—and Curaden was right in the middle of the action. At its booth, the established Swiss brand showcased the entire Curaden portfolio, including the well-known CURAPROX and CURASEPT brands, the new Prevention One practice concept and the ever-popular oral hygiene training programme iTOP. Curaden once again placed great emphasis on education at the trade show to highlight its vision of better health for all. At the booth, dental hygienists gave clear instructions on the proper brushing of teeth, gingivae and interdental spaces and supervised attendees, correcting their techniques.

Alex Galli, Head of Marketing and Sales at Curaden, concluded: “IDS was

once again a great success for Curaden. More than 5,300 visitors brushed their teeth with great pleasure at our booth. Among our many highlights, we presented two new products in Cologne. With our CURAPROX Baby soother, we have taken a new approach to paediatric dentistry by seeking to prevent early malocclusion from the first month of life.

### Whiter with every chew

Introduced in 2015, CURAPROX's Black Is White toothpaste has established a whole new means of whitening teeth. During IDS, Curaden announced its expansion of the Black Is White product line: “Our new CURAPROX Black Is White chewing gum, the world's first black dental chewing gum, containing activated

carbon, was the subject of much excitement. In combination with hydroxyapatite and xylitol, our chewing gum gives dental professionals a new chewing gum with a wealth of dental health benefits,” said Galli. Using the power of activated carbon, both the toothpaste and the chewing gum whiten the teeth and remove stains.

### Increased profit with healthy patients

At the IDS Speakers' Corner, attendees witnessed nothing less than a revolution in prevention: in his presentation, Curaden's Clifford zur Nieden introduced an innovative business model for (re)activating and motivating existing customers and attracting new ones, demonstrating that healthy patients are profitable to the practice

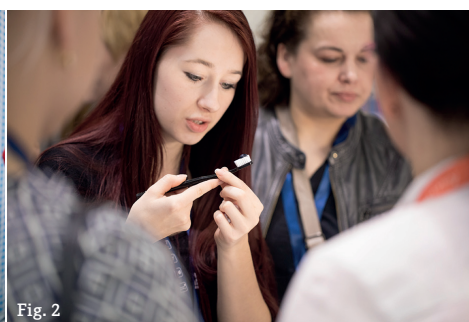
too. “A combination of Curaden's expertise in high-quality oral hygiene products, training systems and prophylactic concepts, Prevention One includes a well-coordinated combination of dental care products, software, a practice marketing and communication package, a dental health index, and a sophisticated training and certification system,” said zur Nieden.

### More Swiss and Italian dental expertise

Its 230m<sup>2</sup> booth at IDS also provided space for those companies in which Curaden is strategically involved. Thomas Flatt, Managing Director of Scanderra, said: “At IDS 2017, edel+white celebrated ten years in business. Our new EasyFlex interdental brush mirrors the curvature of

teeth and can thus reach interdental spaces in all parts of the mouth, even the molars. Here, the bending point of the brush is supported by a neck that works like a collar. Curaden has been a great partner for Scanderra and we greatly benefited from our participation at the Curaden booth.”

Promising comfort for both dentists and patients with its chair ergonomics, Italian dental unit manufacturer New Idem caught the eye of visitors with its MAVI dental unit. According to General Manager Vincenzo Ponzano, attendees appreciated the carefully selected, high-quality components and the new Greenery style of the MAVI. Italian brands Gerhò, Intermedical and Industria Zingardi also participated via the Curaden booth. ◀



• Fig. 1: Visitors learned more about the Matrix-Rhythm-Therapy. • Fig. 2: Our famous Black Is White toothpaste. • Fig. 3: The iTOP programme achieves change through education, motivation...and a bit of humour. • Fig. 4: Our new CURAPROX Baby soother prevents orthodontic misalignments. • Fig. 5: Combining functionality and design: The Hydrosonic Black Is White toothbrush. • Fig. 6: Ueli Breitschmid, CEO Curaden AG. • Fig. 7: Gerhò, Intermedical and Industria Zingardi at IDS. • Fig. 8: Scanderra celebrated ten years of edel+white in Cologne.



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# Solvay launches Utaire AKP high-performance polymer for removable partial denture frames

Custom-formulated polymer engineered to replace metal as material of choice for removable partial denture frames

■ At IDS, international chemical and advanced materials company Solvay presented Utaire AKP, a high-performance polymer that has been specifically designed to meet critical performance requirements for dental applications. According to the company, the innovative aryl ketone polymer provides a biocompatible, lightweight, metal-free, non-irritating and more aesthetically pleasing alternative to traditional removable partial denture frames. It also expedites and facilitates the work of dentists and laboratory technicians through a digital workflow.

Utaire AKP is the first product in the Dentivera milling disc family, which will be available under Solvay Dental 360, a new dental business line of Solvay Specialty Polymers. The discs have earned the European Commission's CE marking and 510(k) clearance from the US Food and Drug Administration (FDA) and are manufactured in the US according to strict FDA and International Organization for Standardization guidelines.

"We are looking forward to expanding the availability of Utaire AKP for use in removable partial den-

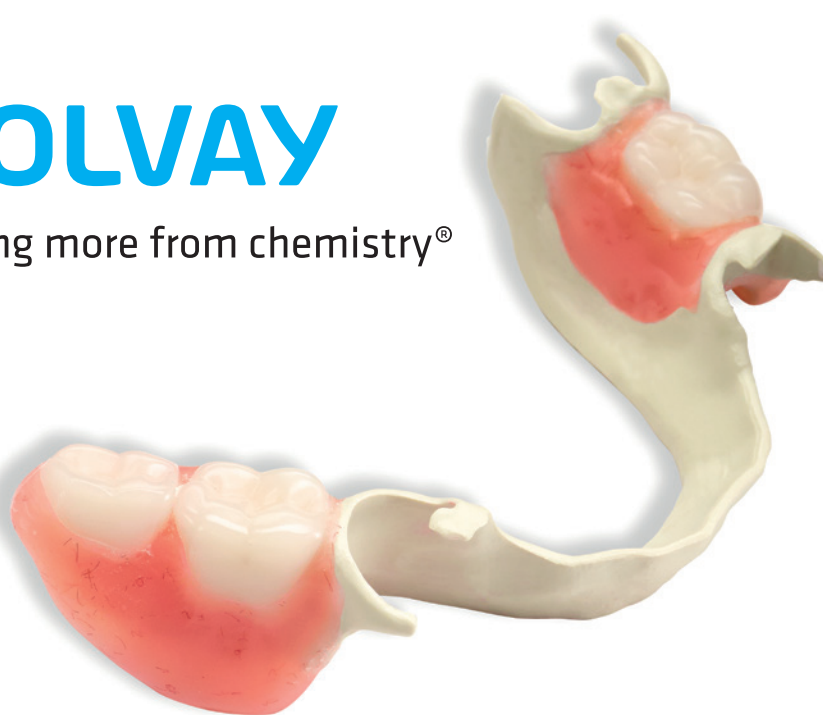


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tures around the globe," said Shawn Shorrock, Global Director of Solvay Dental 360. "Utaire AKP provides a previously unattainable level of comfort, performance and aesthetics for removable partial dentures, as well as a more streamlined digital workflow for the technicians and dentists working to provide a superior product and experience for their patients."

"Utaire AKP is the first RPD [removable partial denture] material we've worked with that completely supports our lab's digital CAD/CAM workflow," said Jonathan Hughes, Director of Hughes Dental



Laboratory. "We've seen significant time savings because we've been able to eliminate the waxing, investing and casting steps, allowing us to go direct to mill. Incorporating Utaire

AKP into our existing processes was very easy—it was a truly seamless transition."

With over 35 brands available in more than 1,500 formulations, Solvay

claims to have the broadest portfolio of high-performance healthcare polymers in the world. The company has more than 150 years of experience developing cutting-edge materials, as well as more than 25 years as a leading polymer supplier to the healthcare industry, where its plastics are used in orthopaedic, cardiovascular and renal markets. Through products like Utaire AKP, Solvay Dental 360 is committed to developing new and innovative materials that improve patient outcomes and advance the dental industry.

"Solvay is pleased to expand its high-performance healthcare polymer portfolio to the dental market," said Jean-Pierre Clamadiou, CEO of Solvay. "This launch represents a significant milestone in Solvay's transformation toward a multi-specialty chemical group."

More information about Utaire AKP, Dentivera Milling Discs and Solvay Dental 360 is available at [www.solvaydental360.com](http://www.solvaydental360.com). ◀

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# “We have been, are and will continue to be endo”

An interview with Arjan De Roy, VDW



■ Every dentist wants to perform safe and efficient endodontic treatment to preserve patients' teeth for as long as possible, but how can root canal therapy be easily integrated into general everyday practice? With almost 150 years of experience in endodontics, VDW provides an impressive range of coordinated solutions. *today international* had the pleasure of interviewing Arjan De Roy, Commercial Development Director of VDW regarding the company's endodontic focus, its new products at IDS 2017, and VDW's future position within the Dentsply Sirona family.

## VDW will soon be celebrating its 150<sup>th</sup> anniversary. How does this impressive achievement feel?

It feels great. You know, VDW was established in 1869, in the same year as the postcard was introduced in Europe. Imagine a world today without postcards; imagine a world today without endodontics. In contrast to postcards, endodontics is more up to date than ever. Patient awareness of the importance of retaining one's own teeth is increasing. At the same time, we have seen a growth in treatment options to preserve them.

## While we have indeed seen a larger variety in endodontic treatments, general dentists have still not integrated endodontic treatment into their daily practice routine.

We know the hurdles and insecurities of the old endodontic days. In general, dentists are trained at universities and there perform a certain number of endodontic treatments successfully, but they do not feel confident enough to do so later on in their offices. Our solutions always seek to make treatment as safe, efficient and predictable as possible. If one considers the greatest cost factor in the dental practice, it is the time spent in the chair. Dentists want to treat as many patients as possible. Our solutions save time in endodontic care. Our one-

file system for preparation, irrigation activation solution, reliable gutta-percha obturation and post-endodontic products are all designed for one reason: success in endodontic treatment. If the dentist's success rate goes up and his or her confidence increases, he or she will attract more patients, whom he or she can then treat in less time. With successful endodontic treatment, dentists contribute to patients' overall health. What is even better: they build up a reputation as successful dentists. Dentists who save a root canal usually earn their patients' confidence. We have seen this over and over again.

## Some dentists may not know that VDW was acquired by DENTSPLY in the late 1990s. Today, Dentsply Sirona is the largest dental company worldwide with a considerable portfolio in endodontics.

It is not a secret that VDW belongs to Dentsply Sirona. At the same time, we are separate to Dentsply Sirona. We have our roots in Germany and we have been focused on endodontics for almost 150 years. I know about the rumours about the company being integrated, but we conducted a thorough analysis over the past year that recognised that VDW is a well-known brand. We asked our customers a simple question: what do you associate with VDW? The finding: VDW offers a strong brand experience for all of them. Our products have exceeded their expectations. Our vision of easy and efficient endodontic treatment will remain as much a part of the VDW brand as our location in Munich. We have been, are and will continue to be endo.

## So, we will not see VDW being integrated into any of the Dentsply Sirona communications? There will not be a joint endodontics booth in the near future?

We will continue to be VDW, the established endodontics brand from Munich. We will have our own VDW



booth and position ourselves independently at every trade fair we attend. I cannot emphasise this enough. The VDW team is committed to working every day for the benefit of our customers and this requires clarity on the future direction—for our customers and our team. In the past, we managed to clearly distinguish VDW from Dentsply Sirona, and this will continue in the years to come; we will not advertise VDW as part of Dentsply Sirona. We will continue doing what we are best at: offering innovations for endodontics from Munich to the world. In markets in which both Dentsply Sirona and VDW can benefit from each other, we will certainly use the opportunity to ensure our customers receive the perfect solution of products and support.

## Which are some of the main markets in which VDW wishes to pursue growth?

Naturally, we have a strong position here in Europe, so this is the market in which we want to expand first. The western and northern European countries have huge potential for growth. Within the Asia-Pacific region,

we hold a strong position in China. In Latin America, we are continuously improving our market position. This region is also a prime example of our partnership with Dentsply Sirona. We use its infrastructure, such as the logistics and product registration processes, to offer our solutions. This is another illustration of our commitment to serving our customers with ease and efficiency.

## Glide path management has been a much-discussed topic among dental professionals. With R-PILOT, VDW has integrated reciprocating motion into glide path preparation instruments. Can R-PILOT only be used with RECIPROC?

R-PILOT is completely separate from RECIPROC, but it provides reciprocating motion. RECIPROC remains a one-file system. If one looks at the whole market, over 90 per cent of root canal preparations are still done with glide path management. With all the uncertainties that occur when using hand files and rotary instruments for glide path management, we wanted to offer reciprocating motion in this regard. In fact, we are the first company

to provide this kind of product. The dentist can then continue the preparation with his or her preferred file system. Personally, I would recommend using RECIPROC then to do so.

## RECIPROC direct is the first contra-angle handpiece with reciprocating motion. Where does the handpiece fit within your product portfolio?

Reciprocating motion has been a great success for VDW. It comes as no surprise to us that we have seen an increasing number of competitors joining this revolution, often at lower costs. VDW wanted to ensure that reciprocating motion would be accessible to more dentists. The VDW.CONNECT Drive and VDW.GOLD RECIPROC remain the best solutions for reciprocating motion, but for those dentists hesitant to make the initial investment, we recommend starting with RECIPROC direct. It allows for easy, yet efficient, familiarisation with all the benefits of reciprocating motion.

**RECIPROC has been a true success story in endodontics. With RECIPROC blue, VDW went one step further: the latest generation of the single-file**



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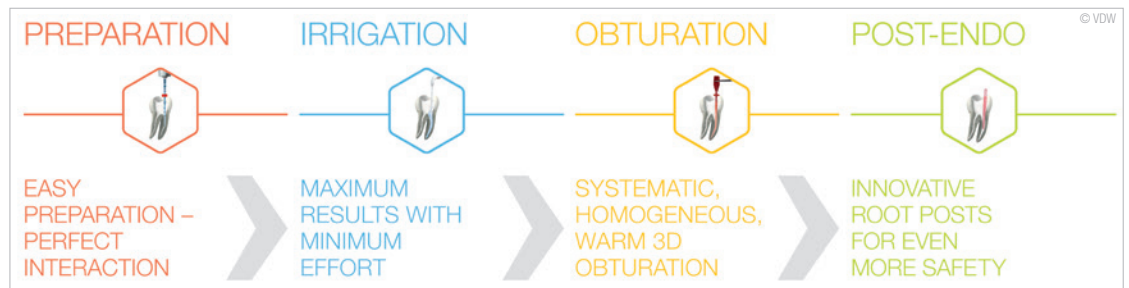
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system is particularly flexible owing to a new production process. What can we expect your next steps to be?

We have been very happy with the improvement in quality of our RECIPROC systems. We are certainly working on new RECIPROC products—in our pursuit of innovation and improvement. This is what VDW is known for and this is what we promise our customers: continuous innovation in endodontics. A great example is

RECIPROC blue, a very flexible single-file system for an even wider range of canals. In addition, the result is a significantly reduced risk of fracture due to cyclic fatigue and greater safety for the dentist and patient. With RECIPROC blue now having been on the market for seven months, many dentists have sent us their patient cases, especially in very curved canals.

At the same time, we need to bring security and confidence to the treat-



ment so that it becomes well established. We have RECIPROC lovers, but this file system also remains new to many dentists. Its new cutting ability

and efficiency are unfamiliar to some dentists at first. Our solution is education, and we educate our customers throughout the world.

**Proper irrigation and disinfection improve the likelihood of successful endodontic treatment. That is why you introduced EDDY, a new irrigation activation system, two years ago.**

Yes, the major reason for introducing EDDY was that irrigation has remained relatively underestimated. There is still the belief that when the dentist places some liquid solution into the canal, it will do the rest itself. This can be compared to washing the dishes at home: one does not put the dishes into the sink filled with water, wait for an hour and then put the dishes back into the cupboard. The most probable cause of failure of endodontic treatment is insufficient irrigation and disinfection. The best way to achieve proper irrigation is time in combination with the right instrument. Ultrasonic activation is still accepted as an effective way to activate an irrigant. Recently, independent studies have shown that EDDY is just as effective—and in some cases even more effective—but also safer owing to its polyamide tip. We did not even know of some of these studies and were certainly happy about their great, although not surprising, results. The adoption rate of EDDY is growing—and we have never lost a customer who has tried it.

**We have spoken a great deal about how much VDW cares about dental professionals. In the end, it is also the patient who has to agree to the treatment, and root canal therapy is not popular among patients.**

Many patients are scared of the treatment, but they do not have to be. I would encourage dentists to explain the procedure to their patients. I like our four steps in this respect: preparation, irrigation, obturation and post-endodontic treatment. Of course, the dentist does need to drill, but the patient will not feel the instrument gliding down. The root canal is then rinsed to ensure it is clean. Gutta-percha, designed in the same shape the drill has created, is used to fill the space and close the canal. Finally, root canal posts are used to secure the post-endodontic restoration for a long-lasting result. These four simple steps rebuild the patient's tooth. After that, the bad days are over and the patient will have a healthy tooth, probably for the rest of his or her life. If dentists explain the treatment in this manner, many of their patients will look forward to endodontic treatment. Afterwards, they will be pleased that their dentists saved their teeth through root canal therapy, allowing the patients to keep their natural smiles, and be able to report that their dentists' confidence in performing the procedure was evident.

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

*Editorial information: New information about products, education and events are available at the company's website [www.vdw-dental.com](http://www.vdw-dental.com).*



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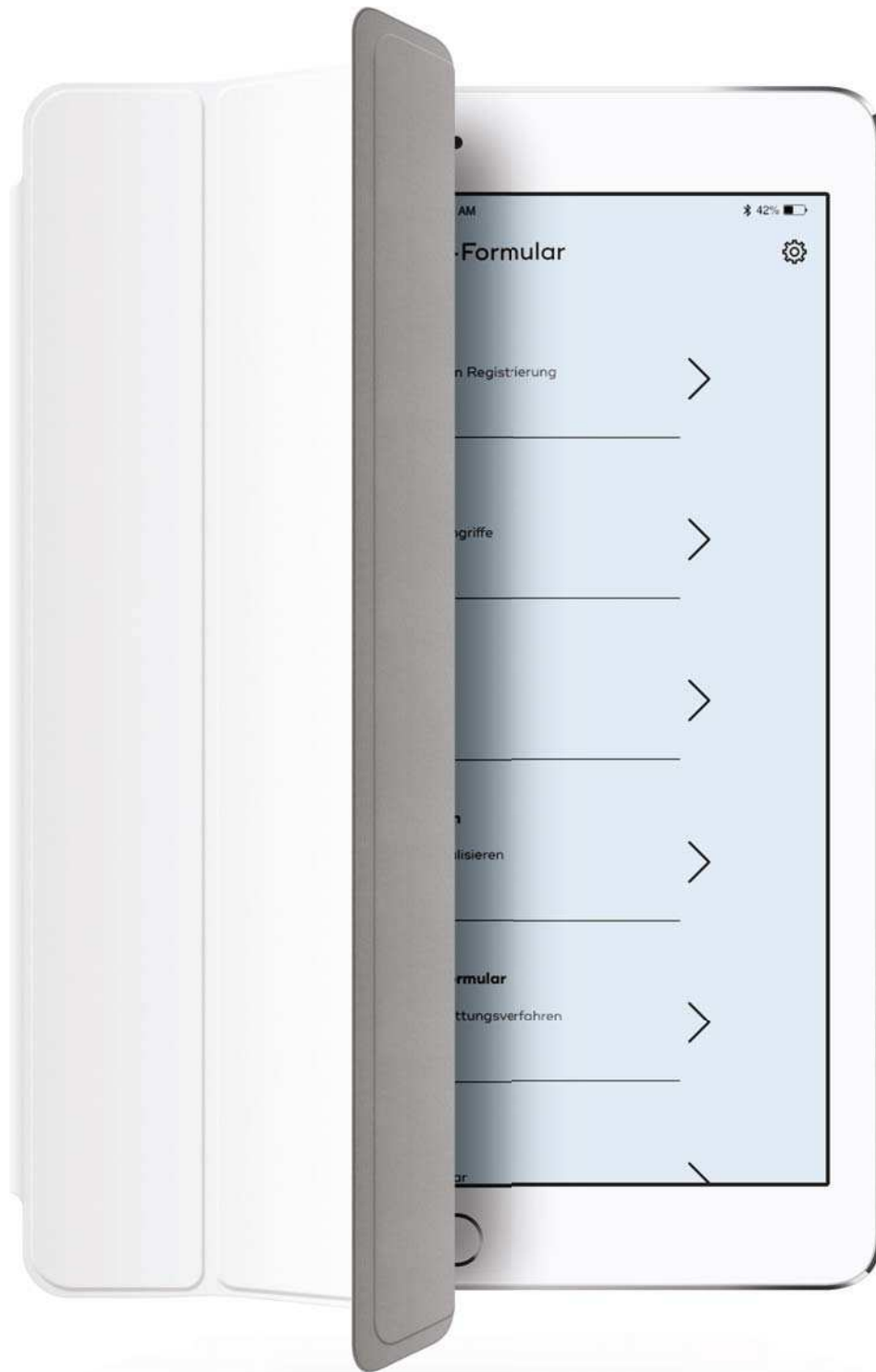
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# ACTEON's ultrasonic Piezotome Cube restores smiles

Dentists welcome a new team member

■ In 2005, ACTEON began its research into the potential applications of ultrasonic surgical tools in oral surgery and dentistry owing to an industry-wide lack of alternative treatment options. Today, ACTEON has scientifically proven that its Piezotome ultrasonic device significantly reduces postoperative morbidity, is superior regarding soft-tissue preservation and enhances bone healing. As a result, thousands of dentists worldwide use the company's well-known Piezotome device for bone surgery. At the 2017 International Dental Show (IDS) in Cologne in Germany, ACTEON presented the next step in superior and atraumatic osseous surgery procedures: Piezotome Cube.

The innovative ultrasonic surgical device Piezotome Cube embodies minimally invasive surgery and is ideal for superior osseous surgeries. The advanced unit, as well as its handpiece and tips, are beautifully designed and offer clinical benefits with an emphasis on ultimate precision. Naturally intuitive, Piezotome Cube features the exclusive D.P.S.I. (Dynamic Power System Inside) smart assistance. Continuously monitoring and detecting variations in major criteria during surgical procedures (clinical gesture, pressure, tissue, tips), the system delivers immediate power responsiveness whenever it is needed.

This smart assistance can provide a 30 per cent increase in power for improved cutting performance or a decrease in power of 10 per cent when encountering delicate anatomical tissue, to be even safer. In addition, the upgraded Cube LED handpiece, based on the ACTEON six ceramic rings, delivers more power than ever. Delicate procedures can be conducted much faster, without any compromise between maximum power output and patient safety.

"Piezotome Cube is the best innovation in ultrasonic devices," said Dr Angelo Trödhan, a leading oral surgeon and member of the TKW Research Group, which focuses on the development of tools for ultrasonic surgery. As a top expert in expanding alveolar ridges with widths of only

1 mm using a Piezotome Cube, Dr Trödhan stands fully behind this innovative device. "Piezotome Cube is the new gold standard in oral surgery," he added.

## Piezotome Cube: Minimally invasive procedures made possible

Piezotome Cube can be used for numerous non-invasive clinical procedures. The wide range of exclusive tips permits surgeons to broaden their surgical portfolio and inspires them to expand their expertise:

- Atraumatic extractions preserving the supporting bone
- Accelerated orthodontic treatment (piezocision)
- Precise crown lengthening
- Predictable healing after bone grafting
- Safe lateral sinus lift
- Crestal sinus lift, providing greater patient acceptance
- Crest splitting leaving the periosteum intact
- Orthodontic bone stretching, offering an alternative to ankylosed tooth extraction or relocation of a malpositioned implant.

Piezotome Cube is compatible with all ACTEON surgical tips. Each of the well-designed surgical tips, strengthened by surface treatment, is extremely robust. Their vibration is perfectly controlled to perform fluid and smooth cuts. Furthermore, perfect irrigation flow is facilitated, reaching the tip's end to avoid any risk of bone necrosis.

## One-stage surgery in crest splitting

ACTEON has proven that Piezotome Cube represents a new approach to minimally invasive surgeries. It is particularly relevant in the flapless Piezotome-enhanced crest splitting and widening technique. This remarkable surgical technique enables implant insertion into a narrow alveolar crest. Prior to the development of Piezotome surgical devices, there was no means of cutting bone without the resultant bone loss during the procedure owing to the

difficult handling of instruments such as oscillating saws and diamond-coated discs and their coarse way of working. "With Piezotome Cube, the surgeon does not have to tame stubborn rotating instruments, but can concentrate on the task at hand," said Dr Trödhan. Furthermore, only very experienced surgeons

## Innovative Piezotome Cube facilitates OBS technique for ankylosed teeth and malpositioned implants

Dr Philippe Bousquet is a specialist in a new orthodontic bone stretching technique that permits restoration of infra-occluded ankylosed teeth or movement of severely malpo-

## Atraumatic procedures relegated to the past

Dentists are ethically committed to using the least traumatic surgical options and least invasive techniques to ensure the patient's well-being. ACTEON and the dentists it serves want patients to be treated as if they are family and hence deserving of



▲ Marie-Laure Pochon, CEO ACTEON.

could use older instruments to perform vertical alveolar crest splitting while still maintaining the perfect geometry. The ultrasonic surgery allows precise and easy use for crests of only 1 mm in width. With older instruments, crest splitting was limited to alveolar crest widths of more than 3 mm.

A key advantage of performing crest splitting with Piezotome Cube is that only one surgery is necessary for the bone grafting and implant placement, leaving the bone-periosteum system intact. During implementation, Dr Trödhan has found that "70 per cent of patients lack adequate crest width, especially when an alveolar crest 6 mm wide is necessary to receive a 4 mm diameter implant in the molar region". The older techniques widened the alveolar crest by transplanting autologous bone blocks to the narrow crest. This procedure is known to be very traumatic and challenging to perform. In contrast, the ultrasonic crest splitting technique is extremely precise and the tiny bone fracture heals very well because of the enhanced accuracy and auto-stabilisation. Hence, the risk of implant failure is lower than with other, older procedures. Piezotome Cube is best suited for pre-implantation surgical procedures because of its precision and ability to achieve bone cuts with minimal bone loss. "I have the feeling that the piezosurgery is a huge innovation", stated CEO Marie-Laure Pochon.

sitioned implants to the correct position. The lack of treatment options encouraged Dr Bousquet to develop the orthodontic bone stretching (OBS) technique, which combines partial corticotomy and orthodontic treatment and results in expanded bone within 12 weeks. The atraumatic technique decreases the resistance of the bone surrounding ankylosed teeth. Using the piezoelectric surgical device, a decreased bone density and an increased bone turnover are observed in the surgical wound, leading to satisfactory healing and a happy, smiling patient.

Using conventional methods, the extraction of ankylosed teeth often leads to a complex bony ridge defect, which is known to be a contra-indication to implant treatment. Piezotome Cube and the OBS technique enable tooth movement with corticotomies and orthodontic treatment. The orthodontic device induces and directs the movement along the desired axis. Preliminary results have shown a tremendous movement of 1-2 mm per month.

Further applications of the OBS technique are the relocation of implants and treatment of the effect of residual growth on implant position. ACTEON is proud and honoured that this is the first time that orthodontic treatment has been used for implant movement. This technique has great potential for vertical bone augmentation and opens up new paths for the patients.

the best treatment possible. "If there is a new technology which we can utilise for the benefit of our patients, then we are obliged to use it," emphasised Dr Trödhan.

Crest splitting and the OBS procedure highlight just some of the many advantages of Piezotome Cube. Patients are increasingly choosing atraumatic Piezotome Cube surgery because of their negative experiences with prior surgeries or postoperative pain and swelling. ACTEON's goal is to improve patients' care. Postoperative interviews have shown that Piezotome surgery has made a very positive impact on patients' lives: "The surgery with Piezotome was my last hope for having a beautiful smile again. My confidence has completely returned thanks to Piezotome surgery," one patient said.

Surgery using Piezotome Cube leaves a small wound of only 0.55 mm, much smaller than what would result from a tooth extraction. Patients experience less postoperative morbidity and reduced postoperative complications, with 87 per cent having no postoperative pain and 86 per cent no swelling whatsoever. Moreover, the reduced healing period contributes to the patient's well-being and only one surgery is needed. "Getting my smile back helped me get my life back," said a patient from Sweden. "It's our mission to have the best treatment possible for the patients," explained Marie-Laure Pochon. ◀



▲ Dr Marcel Wainwright (left) and Dr Angelo Trödhan.

# Heron IOS: A solid entry into the intraoral scanner market

An interview with 3DISC CEO Sigrid Smitt Goldman

■ At the recent International Dental Show (IDS), global dental imaging technology specialist 3DISC launched Heron IOS, its new intraoral 3-D scanner designed for taking digital impressions. At the company's booth at the trade fair, *today international* met with Sigrid Smitt Goldman, CEO and Executive Chairman of 3DISC Americas, to learn more about the device and the importance of digital technology in the dental practice.

## Ms Smitt Goldman, what are the main features of the new intraoral 3-D scanner?

The Heron IOS is a solid entry into the intraoral scanner market for 3DISC. It is a device that was really created for dentists rather than the laboratory and therefore has some unique features.

The first one is weight: at only 183 g, it is a very lightweight device, making it much easier to hold and handle. Many competing products are significantly heavier, around 600-700 g.

Another important aspect for us was the ergonomics. Dentists have to perform many tasks one-handed, so any device needs to be operable with one hand. In contrast to other scanners, the tip of the Heron IOS is rotatable, allowing scanning of the upper and lower jaws, as well as the sides, without having to rotate the whole device, with the best possible ergonomic grip.



It is also very fast, allowing the dentist to perform a full-arch scan in less than 5 minutes.

**Intraoral scanners have been around for some time. However, not many dentists seem to have adopted this technology in their daily practice. Why is that in your opinion, and is this situation going to change in the near future?**

You are right; we are currently still at a very low adoption rate of

about less than 10 per cent worldwide. However, I think this is a technology that is coming out of its infancy and is getting to a level at which it is reliable and exact enough to be a genuinely useful tool.

The pioneers of this technology have done a great job in introducing it to the market, but it has still been too difficult to use, impression taking took too long, a great deal of post-work was required, and it was often not affordable or profitable for the dentist.

Therefore, our main aim is to educate dental professionals and convince them of the benefits this technology holds in contrast to conventional analogue impressions that dentists have been taking for many years. It has reached a great level of reliability and can be a time-saver for the user and increase patient comfort.

I am convinced that, in the near future, the whole digital workflow will be a major selling point for dentists. By combining the scanner with other dig-

ital items, they could offer restorative work in one day—something that patients will start looking for and prefer.

**How has the scanner been received by IDS visitors, and when will it be available?**

We have received great feedback from the visitors at the show. Shipping of the Heron IOS will start in the fourth quarter of this year. More information can be found on our website, [www.3disc.com](http://www.3disc.com). ◀

## Align Technology announces agreement with Zfx

■ Align Technology has announced that it has entered into an agreement with Zfx in order to expand its restorative and laboratory network for iTero Element intraoral scanners in major European, Asian and African countries. The collaboration will give

dental professionals. In all Zfx-supported regions, iTero scanners will be used via an open-architecture approach with systems that enable users to take advantage of the Zfx preferred digital milling and laboratory services.

ALIGN TECHNOLOGY, INC.



practitioners and dental laboratories easy access to iTero intraoral scans, improving the restorative digital workflow and enabling them to produce high-quality dental prostheses.

Through the non-exclusive agreement, digital prosthetic solutions specialist Zfx will serve as a sales agent for iTero Element intraoral scanners within its network of laboratories, milling centers and

Only recently, Align Technology announced that the 1 millionth scan had been submitted using the iTero Element scanner since its introduction in 2015.

Customers interested in the iTero Element scanner may contact their Zfx agent or can request a demonstration from Align Technology via the contact page at [www.itero.com](http://www.itero.com). ◀

## ZEISS dental microscope introduces breakthrough augmented visualisation

■ At this year's IDS, ZEISS is presenting EXTARO 300, which is poised to revolutionise and differentiate dental practices with augmented visualisation, digital patient communication and single-handed operation. The dental microscope supports dentists in restorative dentistry, endodontics and all fields of dental surgery to achieve the highest level of performance and results—both functionally and aesthetically.

### Augmented visualisation

The Fluorescence Mode in ZEISS EXTARO 300 supports efficient repair of caries-affected fillings<sup>1</sup> and is designed to distinguish between natural hard tooth tissue and the most commonly used dental composite resins. This clear visual differentiation will help target the affected area quickly, saving valuable chair time during removal of carious tissue.

Dr Marko Jakovac, Associate Professor at the School of Dental Medicine of the University of Zagreb, reported: "For removal of old restorations, the autofluorescence functionality of ZEISS helps me to locate the decay as quickly as possible and to avoid removal of healthy tooth substance."

The TrueLight Mode provides sufficient time to finish complex

modelling tasks by preventing the premature curing of composites<sup>2</sup> under the microscope. Unlike with orange filters, the new optimised colour balance still allows the clinician to identify the relevant dental tissue.

### Single-handed operation

All capture and visual modes can be activated at the push of a button, and dentists can adjust the unprecedented focal length of 200-430 mm with only one finger.



### Digital patient communication

The ZEISS Connect App enables dental practitioners to inform patients about both treatment needs and accomplished results. The digital workflow facilitates clinical case documentation and is conveniently integrated into the digital office.

Making ZEISS EXTARO 300 part of the dental practice not only helps improve comfort, but also makes treatment more efficient. ◀

<sup>1</sup>Fluorescence Mode for caries detection is not available for sale in the US, requires 510(k) clearance by the FDA and may be subject to change. Not for sale in every market.

<sup>2</sup>See user manual.



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