

Manufacturer News

Friadent

The new, global DENTSPLY Friadent Web site is now online



DENTSPLY Friadent, the implant division of DENTSPLY, the world leader in dentistry, now has a completely redesigned Web site with a unified global presence at www.dentsply-friadent.com. The new Web site has a completely revised structure and conforms to the new, attractive DENTSPLY Friadent corporate design. The new site offers comprehensive information for dentists, dental technicians and patients in five languages. The easily navigated, simple user interface gives users a number of new tools.

The focus at DENTSPLY Friadent is on users and patients

The home page has been given a fresh, modern design and the latest news can be found on the starting page. The navigation bar gives easy access to Products & Services, Patients, Company, Events and Contact. Persons wanting to contact the company can find telephone numbers and addresses of contact persons at a glance.

"The completely redesigned home page offers our customers additional features that add significant value, and the multilingual pages emphasize that we are a leading company that operates all over the world," stated DENTSPLY Friadent Marketing Director Birgit Dillmann. The new Web site is available in English, French, Spanish, Italian and German, making it a genuine part of the World Wide Web. Additional languages will be added over time. Customers can use the navigation bar to enter the color-coded world of DENTSPLY Friadent products. They will find comprehensive information on all products along with brochures and catalogs, which can be downloaded as PDF files. The option of changing font sizes makes the text easily readable even for older patients whose sight may not be the best.

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Dr. Ihde Dental

Xign®—the new dental implant by Dr. Ihde Dental

Safe osseointegration and excellent aesthetic results at a very reasonable price – these are the most important benefits of the new Xign® dental implant system by Dr. Ihde Dental. The system features numerous innovations and improvements such as a well-differentiated thread design, a hot-etched surface that result in a firm connection with the restorative superstructure at the bone level. Its special design makes Xign® easy to place in the cortical bone. The self-cutting implant is inserted into a slightly un-

derdimensioned bony implant bed, resulting in controlled compression of the surrounding bone, which ensures high primary implant stability even in soft bone. Depending on the specific indications and circumstances, Xign® is often suitable for immediate insertion and loading. The design of the implant and its special hot-etched surface ensure rapid and successful integration. The strength of the connection between the implant and its superstructure is the key to long-lasting treatment success. Xign® ensures this in two different ways: First of all, Xign® employs an internal hex connector, a clinically proven feature for many decades. Secondly, the implant-superstructure connection is effected at bone level, supporting long-term aesthetic soft-tissue results that satisfy the ex-



pectations of the most demanding dentists and patients. The Xign® product line is very comprehensive when it comes to accessories; it includes various titanium and zirconia abutments, shaping drills, cortical cutters, placement aids, bone taps and a specially designed and very practical tray. Xign® is currently available in two different diameters (3.8 and 4.5 mm) and four different lengths (8, 10, 13 and 15 mm). A 3.4-diameter version will be added this summer.

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