

# “It’s time for a Rethink— high quality at factory-direct prices”

In the early 1980s, implant dentistry was still seen as a speciality reserved for oral and maxillofacial surgeons. The development of the Core-Vent implant by Dr Gerald Niznick, USA, contributed toward popularizing this new and promising treatment modality among general dentists. It is therefore highly justified to call Gerald Niznick one of the Godfathers of implant dentistry. Now the Godfather has returned to the European market.



**Dr. Niznick, You are referred to as one of the pioneers in oral implantology in the United States. What are your personal milestones in your professional career?**

1982: Introduction of the the Core-Vent System. This implant had a threaded neck and a hollow basket on the bottom for insertion with a trephine drill that that left a core of bone projecting into the basket. The Core-Vent System introduced the concept of implant prosthodontics by providing a multiple of abutment options that varied based on clinical applications.

1986: Introduction of the Screw-Vent System. This self-tapping implant had an internal connection that combined an internal hex with internal threads (US Pat. No. 4,960,381) that became the cornerstone of modern implant design, eventually licensed to 9 implant companies and copied by many more.

1990: Introduction of the Spectra-System of implants with Fixture-mount, sterile packaging. The packaging of the implant suspended on a fixture-mount (US Pat. No. 5,062,800) simplified and standardized the surgical insertion procedures, and providing the implants in a sterile vial eliminated the need for dentists to clean and sterilize the implant before placement. The fixture mount design evolved in 1997 to allow its use as a transfer and by 1999, to allow its use as a final abutment, reducing the need to purchase additional components.

1998: Development of the Paragon implant System with implant designs and packaging for one- or two-stage surgery (US. Pat. # 5,622,500)

1999: Development of the Tapered Screw-Vent for insertion into a socket prepared with a straight drill. This allowed for a soft-bone surgical protocol providing increased stability by bone expansion, and for a hard-bone surgical protocol allowing insertion in dense bone without the need for bone taps.



simply smarter.

2006: Introduction of the Implant Direct's Spectra-System of Application Specific Implants providing all-in-one packaging for 5 implants, each with the same body but with different platforms and packaged components for different clinical applications.

**What was your prime motive to start all over again, after the sale of your company Paragon?**

Zimmer Dental made the decision to move its manufacturing 130 miles south of Los Angeles, leaving me with an empty building and 90 of their former employees out of work. These employees, many of whom had worked for me for years prior to the transition to Zimmer, were engineers, machinists and Quality Control experts with the key knowledge to make high quality dental implants, developed over 15 years of implant manufacturing. In the years between 2000 and 2004, the implant industry had expanded at a rapid rate and the prices of dental implants had also increased substantially. I saw a business opportunity to re-enter the field, spend the remaining 2 years of my non-compete developing a new system and re-enter the market with a broad product line incorporating the best and most popular features at reasonable prices. The concept of Application Specific Implants with All-in-one packaging grew out of that development process.