Great expectations

An interview with the executives of Koelnmesse and the Association of German Dental Manufacturers (VDDI).

IDS—34th International Dental Show • Cologne • 22–26 March, 2011

Visitors of this year’s IDS in Germany should probably schedule more time to get hands on the latest advancements in dentistry. After the record breaking show in 2009, the number of exhibitors has increased again due to more foreign companies showing interest in becoming a part of the world’s largest dental trade fair, the organizer Koelnmesse told today international.

The company expects over 1,800 dental companies from 56 countries to attend the exhibition. Due to the high demand, Hall 2 will be opened for companies and visitors for the first time, they said.

The additional requests for trade fair attendance mainly come from companies active within the fields of implant restorations and digitalisation. The number of companies exhibiting CAD/CAM system, for example, has increased by over 40 per cent compared to IDS 2009.

“Great level of participation from all over the world is attributable to the fact that the International Dental Show is the leading trade fair for the entire international dental world,” Oliver P. Kuhrt, Executive Vice-President of Koelnmesse GmbH, summarised the exhibition concept.

TBR PERIOSAVE—Protecting the periodont with an anti-bacterial shield

An interview with Julien Benhamou, CEO of TBR, about the company’s new implant system

IDS 2011: another record breaker for dentistry

More than 10,000 visitors expected to attend the world’s largest dental show in Cologne, Germany.

TBR Group will present its PERIOSAVE implant system which guarantees an anti-bacterial protection of the periodont and the clinical requirements of more than 20,000 TBR users worldwide.

Mr. Benhamou, how does the PERIOSAVE system protect the patient from periimplantitis risks?

We decided to come back and focus on the basis of dental implantology which is to offer the patient a durable implant with the lowest risk of infection. Indeed, studies have proved that 8 to 18 years after implant placement, a risk of periimplantitis occurs in 16 per cent of cases. A progressive loss of cortical bone happens which threatens the stability of the implant (Roos-Jansäcker et al. 2006).

To avoid periimplantitis and to provide a real anti-bacterial global protection for the implant, we have decided to study different development ranges of PERIOSAVE implants giving an answer to this main concern. For every indication, we propose an implant solution that provides congruence with antibacterial safety and patients with a real aesthetic solution.

The proposed implant solution must be adapted to the patient’s anatomy and not the other way around. The dentist will be in a position to select the implant type according to the clinical case.

Can you give us a short introduction to the PERIOSAVE implant lines?

According to Kuhrt, online business services will enable IDS visitors and exhibitors to get in touch with each other before the start of the show in March 2010. The product catalogue will be also revamped and presented with a new layout and improved search options. Owing to the growing popularity of mobile services, a free IDS app will be offered for iPhones, Blackberry and other mobile operating systems.

The 34th International Dental Show will be taking place at the Cologne exhibition center in Cologne, Germany, from 22 to 26 March 2011. In addition to the dental exhibition, there will be a substantial specialist programs supported by manufacturers, the German Dental Association and the Association of German Dental Technicians’ Guilds.

Advance sales tickets ranging from €7.50 to €13 are still available online on the Koelnmesse website (www.koelnmesse.de).