Know-how Tours: IDS takes visitors to Cologne’s top dental offices

The next International Dental Show (IDS) will be held in Cologne from 10 to 14 March 2015. In addition to Career Day, the organisers have a new exciting excursion in store for visitors: the IDS Know-how Tours. The tours offer exclusive visits to two of the most prestigious dental practices in Cologne and are aimed at interested dentists who would like to network and share their expertise on the latest and most advanced dental techniques with their colleagues.

On 10, 11 and 12 March, after the closure of the dental fair, interested participants can choose between a visit to the practice of Dr Ali Teymourtash in Cologne’s PAN Clinic or the premises of Dr Cyrus Alamouti and Dr André Melchior, who have recently moved into their new practice, Alamouti & Melchior, in Cologne’s MediaPark.

The dental office led by Teymourtash, is located in Cologne’s city centre on the PAN Clinic’s premises. He will open his doors to the groups in this guided tour entitled “Dentistry—Made in Germany”, and provide an interesting insight into his Cologne dental office where they focus particularly on implantology, periodontology, cosmetic dentistry, paediatric dentistry and endodontics. The importance and use of IT, 3D techniques and the subject of patient handling in daily practice will also be addressed. Other topics include interdisciplinary collaboration, anaesthesia, ENT, neurology, physiotherapy and orthopaedics.

Under the motto “Dentistry 3.0” Alamouti and Melchior will give a guided tour through their architecturally and functionally impressive rooms with their state-of-the-art equipment at the MediaPark. Industry peers can expect a trendsetting mix of different disciplines and types of treatments under one roof. These include new treatment concepts, microscope use and DVT and laser techniques. Additional topics that will be covered are interdisciplinary collaboration, laboratory use, sleep medicines and orthopaedics.

Transfers to both practices, including a brief sightseeing tour of the city, will start directly from the show grounds. Interested persons will soon be able to register online on the official IDS website.

IDS organisers introduce Career Day

More than 2,200 companies from about 56 countries are expected to attend the International Dental Show (IDS) in Cologne from 10 to 14 March 2015. To enable companies to address pupils, trainees, students and others interested in a career in the dental profession directly, the IDS organisers are introducing Career Day.

To bring new dental talent into the profession, the Association of German Dental Manufacturers and Koelnmesse are arranging Career Day at IDS for the first time. This initiative is aimed at accelerating communication and information exchange between the companies exhibiting at IDS and newcomers to the profession or persons interested in a career in the dental industry. Career Day will take place on Saturday, 14 March, at the Speaker’s Corner in Hall 3.1.

Career Day offers university graduates, trainees in the fields of dentistry and dental technology, as well as pupils and school leavers wanting to find out about training and career opportunities in the dental industry, an overview of the various spheres of activity of the participating companies. In addition, it offers fully trained persons or career changers information about further training options and career opportunities in the industry.

According to the organisers, Career Day presents IDS exhibitors with the perfect opportunity to make presentations about professional training, continuing professional development and companies. VISITORS can introduce to a company can be booked at the Career Day stage in Hall 3.1. In addition, the Recruitment Lounge connected to the presentation area offers facilities for individual meetings and presentations in discreetly partitioned areas.

Career Day will also be featured on the IDS website. Interested parties can easily arrange meetings with candidates and those using the online scheduling facility. However, spontaneous meetings are also possible. All exhibitors involved in the initiative will be mentioned on the IDS homepage and in a specially printed flyer.

DTI keeps IDS visitors up to date with daily e-newsletters

In collaboration with German publisher OEMUS MEDIA, Dental Tribune International (DTI) will be publishing a new edition of the today daily newspaper during the International Dental Show (IDS) this year in Cologne. In addition to the print edition, DTI will be providing the latest news from the event online to subscribers worldwide through its today e-newsletter on a daily basis.

Today is the official IDS trade show newspaper and has become the ultimate business guide for visitors to and exhibitors at the world’s leading dental exhibition. From 10 to 14 March, a dedicated onsite editorial team will work closely with the IDS and the German dental societies to cover press conferences, lectures, presentations and contests during IDS.

In addition, exclusive interviews, industry reports and image galleries will be published in the newspaper and online at www.dental-tribune.com.

Subscribers to the today e-newsletter will receive current exhibition highlights and news every day. Furthermore, an e-paper version of the respective daily issue will be available through the newsletter.

DTI will also be publishing in the form of a daily newsletter featuring specially selected news stories from the IDS fair online free of charge. The newsletter will be distributed to readers in German, English, French and Mandarin.

To collect free samples from DTI’s extensive portfolio of print publications, visitors are invited to pass by the company’s Media Lounge in Hall 4.1, Booth D066–F065.
The dental world is ever-changing. New practices and behaviours are emerging. Acteon has chosen to be one of the key players in these transformations. The ultimate goal: satisfy practitioners and their patients.
Orthodontics to be central topic at IDS 2015

Digital technologies have become increasingly important in a number of dental disciplines. In particular, orthodontics has been given new impetus through digital processes. Thus, the 2015 International Dental Show (IDS) will be giving special attention to the technical and digital innovations in the field, including the manufacture of and treatment with digitally produced orthodontic devices.

Braces are the most common orthodontic treatment. They are usually placed owing to medical indications, aiming to facilitate proper masticatory functions. However, there are also an increasing number of aesthetically motivated treatments today involving lingual orthodontic braces or aligners, which are less visible and now widely digitally manufactured. In this area in particular, digital processes provide many benefits. For instance, intra-oral scanners and specialised software can help capture the position of the teeth and create a digital representation of the treatment goal. Digital technologies also help match lingual braces to the progression of the individual patient’s lingual tooth geometry, and braces can be applied to the teeth properly and positioned correctly using CAM-produced trays, in which the braces are positioned.

“Acceptance of orthodontic devices has increased not least because they have become more delicate and therefore less visible,” announced Dr Markus Heibach, Executive Director of the Association of German Dental Manufacturers, one of the organisers of IDS. “Trade visitors interested in orthodontics, IDS is therefore worth a trip.”

“At IDS 2015, the digital technology offerings available for dental practices will form a focal point for all visitors in the fields of dentistry and dental technology. The product ranges to be exhibited contribute to simplifying workflows and, as a result, to reducing treatment times. They create synergies with the digital range for dental laboratories, yielding positive implications for practice management and therapeutic procedures. That is why the state of the art in digital technology for dental practices will be a major topic at IDS 2015,” said Dr Martin Rücker, Chairman of the Association of German Dental Manufacturers.

Digital technology determines daily routine in modern dental practice

Digital dental procedures are increasingly becoming an essential part of the daily routine in the modern dental practice. They render patient management and treatment planning processes more economical and increase time efficiency. At the upcomingsing International Dental Show (IDS), digital technologies will thus form a core subject, with many exhibitors presenting their latest product solutions in the field.

At IDS 2015, the digital technology products presented will include software for efficient patient management and integrated treatment planning, as well as digital imaging devices, including CBCT and CT, which have been used alongside conventional radiographic techniques in recent years.

IDS 2015 will also give special attention to digital scanners, which offer a wide range of advantages for patient-specific restorations and implant planning. In particular, intra-oral scanners will be in the spotlight, as they have contributed significantly to making prosthetic treatment workflows simplifier and more precise.

Overall, both patients and dentists benefit from the use of digital technologies. They help shorten treatment time and reduce the number of work stages, and enable the dentist to immediately examine and explain preparative work on screen. Furthermore, the data gained through digital procedures can be easily processed in the dental practice and sent to dental laboratories.

The 36th IDS will take place from 10 to 14 March 2015 in Cologne. According to the latest figures provided by IDS organiser Koelnmesse, 2,200 exhibitors from 54 countries have already confirmed their participation.
Support, replenish and protect with the stroke of a brush

NEW

MI Varnish from GC treats hypersensitive teeth and provides enhanced long term protection more convenient and efficient than ever before

Visit us!
Hall 11.2, Stand N 010 - O 029

GC EUROPE N.V.
Head Office
Researchpark
Haasrode-Leuven 1240
Interleuvenlaan 33
B-3001 Leuven
Tel. +32.16.74.10.00
Fax. +32.16.40.48.32
info@gceurope.com
http://www.gceurope.com
Show Preview IDS Cologne 2015

Another record outcome for IDS

An interview with Koelnmesse Chief Operating Officer Katharina C. Hamma

With registrations in early January already surpassing those for the 2013 show, a record number of dental companies will be at the next edition of the International Dental Show (IDS). Over 125,000 dental professionals are also expected at the world’s largest dental showcase, which will be held in Cologne in Germany in about a month’s time. Today International had the opportunity to speak with Chief Operating Officer Katharina C. Hamma about the challenges that come with organising such a large event and what new offerings visitors can look forward to this year.

today international: According to the latest figures released by the Association of German Dental Manufacturers, the domestic market for dental products and services has exhibited very strong development over the last two years. Would you consider this to be the main reason for the ongoing growth of IDS?

Katharina C. Hamma: The prospects for the International Dental Show 2015 are excellent once again and in March, Cologne will become the global meeting point for the international dental industry. We are expecting more than 2,150 companies from 56 countries at the world’s biggest trade fair for dentistry and dental technology, a new exhibitor record for IDS.

Of course, the strong German domestic market, all sectors of which are traditionally completely covered at IDS, makes a large contribution towards the success of the industry’s leading trade fair. Thus, the current growth recorded by the International Dental Show is attributable to the participations from abroad. In 2015, the share of international exhibitors is 70 per cent, which means a significant increase has been achieved compared to the previous event.

Which countries do they come from?

The international scope and the breadth and depth of products and services on offer at IDS are unique on a worldwide scale. This is underlined by the ongoing success story of IDS, to which a new chapter is added every two years.

At this point it looks like more foreign companies than ever will be attending the show. Here in Cologne, they can reach customers from all over the globe, while visitors can learn about the latest innovations from dental manufacturers from Europe, North and South America, the Middle East and East Asia. After Germany, the countries with the largest share of exhibitors are the US, South Korea, China, France, Switzerland, Taiwan, Turkey, Israel and the UK. Overall, there will be 16 joint booths at IDS, which are being organised in collaboration with public or private export promotion organisations and associations.

What other fields of dentistry will be prominent at IDS?

Once again, the whole spectrum of the dental industry, including all leading providers, will be represented. This ranges from products and services for dental practices to laboratory equipment, infection control, maintenance and services.
Today you can.

Find your next 3D or 2D imaging solution from SOREDEX®

Hall 11.2, booth N050-O051

Join the SOREDEX Team of Imaging Experts™

www.soredex.com
Planmeca highlights at IDS 2015

**Planmeca PlanMill® 40**
High-precision milling, real-time monitoring

**Planmeca Ultra Low Dose™**
Pioneering low dose 3D imaging
An even lower dose than in panoramic 2D imaging

**Planmeca ProMax® 3D family**
Fantastic five

**Planmeca ProSensor® HD**
A new standard for intraoral imaging

**Planmeca ProScanner™**
Full-featured imaging plate scanner

**Planmeca Planmeca**
The ultimate

- The world’s first unit integrated intraoral scanner
- Constant chairside access to live scanning data from a Full HD tablet device
- Wireless foot control for hands-free operation

**Planmeca Romexis®**
All imaging and CAD/CAM in one software

**Planmeca Romexis® CAD/CAM module**
Bring CAD/CAM to clinics and dental labs

**Planmeca Romexis® 4.0**
Completely redefined software

**Planmeca Romexis® Smile Design**
Design smiles in a matter of minutes

**FREE TRIAL!**
Scan®
The scanning experience

Planmeca CAD/CAM™ Chairside
Integrated workflow

Scan. Design. Manufacture.

Hall 11.1, Stand G10/H11/H30
Welcome to the 48th SCANDEFA - the leading annual dental fair in Scandinavia

SCANDEFA SCANDINAVIAN DENTAL FAIR 16 - 17 APRIL 2015

SCANDEFA invites you to exclusively meet the Scandinavian dental market and sales partners in wonderful Copenhagen.

Why exhibit at SCANDEFA?
SCANDEFA is a leading professional branding and sales platform for the dental industry.

In 2016, the fair presents a new format with two fair days, a new price structure, and an innovative programme at the Annual Meeting. In addition to sales, branding, and customer care, the new format gives you the opportunity for networking, staff development, professional inspiration and competence development.

SCANDEFA is organised by Bella Center and held in collaboration with the Annual Meeting, organised by the Danish Dental Association (Dansk Tandlægeforbundet).

Who visits SCANDEFA?
In 2016, over 32,000 dentists, dental hygienists, dental assistants, and dental technicians visited SCANDEFA. More than 95% of the visitors were looking to meet new suppliers, more than 60% were seeking new products and professional inspiration, and more than 60% intended to buy products/solutions.

How to exhibit
Please book online at scandefa.dk or contact Sales & Project Manager Mia-Clement Rosenways-Rønne@bellacenter.dk (+45) 30 42 21 33.

Where to stay during SCANDEFA?
Two busy fair days require a lot of energy, and therefore a good nights sleep and a delicious breakfast are a must. We offer all of our exhibitors a special price for both our hotels, Bella Sky Convention - Scandinavias largest design hotel - and Crown Plaza - one of the leading sustainable hotels in Denmark. We also offer free and easy Shuttle service transport between the airport, the two hotels and Bella Center.

scandefa.dk

The overall concept of IDS will remain unchanged with Dealers’ Day on Tuesday, 10 March, and the Speakers’ Corner in Hall 4.1. The Generation Lounge for students and young dentists is also back and is being organised by the Federal Association of Dental Alumni in Germany (Bundesverband der zahnmedizinischen Alumni in Deutschland). New to IDS are Career Day and the Know-how Tours. These are supplemented by the professional offering from the German Dental Association and the Association of German Dental Technicians’ Guilds (Verband Deutscher Zahntechniker- Innungen).

With Career Day, you are seeking to appeal to young dentists. Is this age group becoming increasingly important? IDS is a meeting point for dentists and dental technicians, as well as representatives of the industry, and research and development. As a result, new-to-trends may benefit from the knowledge of the older generation. Just like in other industries, it is the new generation that is going to shape the future of our field. In this manner, we are supporting them in their professional development.

For the first time, IDS will also be offering the Know-how Tours. Who is the target audience for this?
This novelty at IDS 2015 is intended to allow visitors, particularly those from outside Europe, to visit two representative dental practices in Cologne on three nights during the show. There, they will have the opportunity to exchange knowledge with fellow colleagues and experience innovations and technologies already standard in German dentistry for use in their own practice.

In 2015, the fair presents a new format giving you the opportunity for networking, staff development, professional inspiration and competence development. In order to be able to offer the best possible rates, Koelnmesse has partnered with 120 hotels in Cologne and surrounding areas. In total, 90,000 beds have been made available and can be booked through the IDS homepage. For IDS, however, it is always recommended that visitors plan and book hotel rooms very early on.

Cologne also boasts a very large commuting area within the Rhein-Ruhr zone. Public transport connections are excellent, so visitors who have booked a hotel outside of Cologne can still reach the fairground within a reasonable period. This way, one has more flexibility with regard to pricing.

Those who would prefer to stay in Cologne should plan ahead to ensure that they can secure their accommodation of choice.

How does the growth of IDS compare to that of other Koelnmesse events?
It is fair to say that Koelnmesse is the number one trade show location for many industries. It also remains one of the largest organisers of trade shows worldwide. A clear advantage is our modern venue, which is located right in the heart of the Rhein-Ruhr economic zone. It is also only a stone’s throw from the Cologne city centre and, therefore, can be reached by public transport in a short period.

Overall, we organise over 80 exhibitions and conferences and guest events for many different industries. Twenty-five of these events are among the most attended in the world and, therefore, their scope is highly international. These are shows for interior design, food, and interactive games and entertainment, for example.

A leading trade show for the dental industry, IDS is an important cornerstone of our growing exhibition portfolio. It is also a consistent growth engine, which means that Koelnmesse is able to achieve growth in all of its events and to generate positive economic effects for the whole region.

Thank you very much for this interview.
Redefine Dental Production with Advanced 3D Printing

INTRODUCING THE
OBJET EDEN260VS DENTAL ADVANTAGE
3D PRINTER FOR A COST-EFFECTIVE WAY
TO INCREASE PRODUCTION

No matter the size of your practice or lab, Stratasys 3D Printing is engineered to bridge the gap between traditional and Digital Dentistry.

Featuring new automated support removal technology, the Objet Eden260VS Dental Advantage 3D Printer enables a single technician to design, print and clean fine-detail dental models within a short timeframe, giving your production team that competitive edge.

The Objet Eden260VS Dental Advantage 3D Printer is the only dental 3D printer to support the full range of dental materials including Stratasys’ new bio-compatible material, VeroGlaze.

Increase precision and streamline costs with advanced Digital Dentistry:

✓ Lower cost per part through automated support removal
✓ 3D print and easily clean small dental removable dies with very fine features and details
✓ Produce stone models, veneer try-ins in A2 colour and surgical guides with new bio-compatible material

Visit us at IDS 2015
10 – 14 March, Cologne, Germany
Hall 3.2 Stand D-040/E-041

To find out more about a world of Digital Dentistry, contact us today:
Stratasys.com
emea@stratasys.com | +44 1908 904361
Tooth-whitening update: The crux of the matter

By Prof. Martin Jörgens, Germany

Adding to the already very strict laws and restrictions in the area of dental hygiene, on top of the constantly growing demands placed on dental practices, is yet another European Union directive relevant to the daily work routine in dental practices. The 2011/84/EU directive, which became effective on 1 November 2012, is intended to regulate the execution of tooth-whitening treatments. The primary aim of the directive are to protect patients from undesirable side-effects and to prevent non-dental professionals performing tooth-whitening treatments.

The impact on the entire area of tooth whitening is manifold and far-reaching. The crux of the matter is the new 0.1% limit of hydrogen peroxide in tooth-whitening products. Even the sale of products containing more than 0.1% and up to 6.0% hydrogen peroxide is restricted to dentists, who are only permitted to administer these products to patients after advising patients in detail about the product and its usage. The directive will also put an end to the online sale of tooth-whitening products, which has generally been associated with adverse side-effects.

The new regulation has been interpreted differently in each European country. Some countries, such as the Netherlands and the UK, regard it as the maximum upper limit and restrict the use of tooth-whitening gels with a higher concentration of hydrogen peroxide. In these countries, even registered self-employed dental hygienists are not permitted to perform tooth-whitening procedures without the supervision of a dentist under an impartial state of affairs. This is also due to the new directive, which requires that a dental examination be conducted before commencing tooth whitening.

Advantages

Owing to these extreme interpretations of the directive, certain leading tooth-whitening products are no longer available or have been taken off the market in these countries. Germany has taken a much more pragmatic and practice-oriented approach in general, tooth whitening is performed by dental professionals, but can be conducted under the supervision of a dentist. Even before the directive, the Supreme Court had restricted cosmetic whitening treatments performed by non-dental professionals to a maximum hydrogen peroxide concentration of 6.0%. The new EU directive is very much to the advantage of the dentist, as it no longer allows non-dental professionals to perform cosmetic whitening procedures. It also establishes legal certainty that dentists can still use products with a hydrogen peroxide concentration higher than 6.0% for medical whitening in order to treat discoloration due to tetracycline, trauma, or the use of medication or prolonged use of discoloring substances, genetically determined extensive discoloration, or highly discoloured teeth with dental restorations, among others.

These treatments are therefore classified as medical indications and do not lie in the area of cosmetic indications.

Expertise

In my opinion, high-quality whitening procedures should only be performed by dentists or highly qualified dental nurses, hygienists or therapists. The incidence of side-effects, especially with products that contain a high concentration of hydrogen peroxide, is simply too high, an irritation of the gingiva and hypersensitivity can only be avoided with substantial knowledge of the products and expertise in their use.

Revolutionary

The implementation of the new directive requires substantial changes in dental practices, but also offers benefits in everyday tooth whitening procedures by preserving tooth structure and rendering treatment more pleasant for the patient through new technologies. Long before the new directive came into effect, a number of forward-looking companies were already seeking not just a simple tooth-whitening alternative but a revolutionary new technology with novel treatment benefits.

The new PrevDent CNW tooth-whitening system, for example, illustrates this new development clearly. For many years, PrevDent had distributed the Britesmile in-office whitening system in many European countries, but this product falls outside of the hydrogen peroxide limit set by the new EU directive in some of those countries. After intensive research and a paradigm shift, PrevDent’s development engineers developed an ideal combination based on the current development in the field of surface protection with nanotechnology. The result is a combination of a 6.0% low-level hydrogen peroxide gel and nano-hydroxyapatite (nHAp). The potential of this interesting and pioneering invention can only be grasped after an in-depth analysis of current studies on the topic of nanotechnology.

Ground-breaking

Current research in all areas of application of nHAp has provided groundbreaking results regarding the protection and long-term preservation of the tooth surface. Nanomaterialisation of the enamelled surface, detected with an electron microscope, has been observed, as well as innovative and material effects on the tooth surface that appear to protect against caries and periodontosis. Comparative studies at the University of Pisa have shown that nHAp has a similar antibacterial effect to chlorhexidine, which is considered the gold standard in the field of periodontology. Nano-hydroxyapatite technology has also found its way into the field of filling materials. Researchers at the University of Maryland have already been using filling materials with nHAp for some time and the preliminary results are promising.

There are numerous successful applications of nHAp, including the following:

1. protection against caries by preventing Streptococcus mutants adhering to the tooth surface;
2. use in atraumatic restorative treatment as non-invasive caries therapy in countries with insufficient dental health care infrastructure;
3. addition of nHAp to composite materials for longer durability of fillings;
4. remineralisation of early carious lesions;
5. remineralisation of erosive enamel lesions;
6. regeneration and repair of enamel structures;
7. sealing of dental tubules and formation of a protective dentine layer;
8. formation of a protective coating against acid and subsequent reduction in hypsensitivness.

Prevention

In the field of tooth whitening, the newest application concerns the prevention of hypsensitivness. The University of Indianapolis has been very active in this area of research. Browning et al. have demonstrated that the use of nHAp reduces hypersensitivity substantially during whitening. Moreover, Deschutter et al.—also from Indianapolis—have demonstrated a reduction in surface roughness when nHAp was used, as well as simultaneous sealing of the surfaces. These findings correspond with that of Kawamata et al., who established that the application of nHAp after whitening resulted in the restoration of the enamelled structure. Additionally, Takikawa et al., already early on, indicated the positive effects of the use of an nHAp-containing conditioner that is applied after tooth whitening. To date, patients with hypersensitive teeth, who had to be pretreated with amorphous calcium phosphate, flouride or other desensitisers, with simultaneous use of analogics in order to avoid severe side-effects, have been the greatest challenge for us. Owing to the new technology, we no longer need to be concerned about these side effects and can perform whitening without any specific pretreatments.
SYNEA VISION RING LED+:
the only sterilizable 5x LED ring in the world

02
Shadowfree illumination at the treatment side

03
Scratch resistant surface

No side-effects

Once nHAp comes into contact with the tooth surface, the nano-components seal the sensitive structure effectively and the whitening procedure can be performed without any side-effects. No hypersensitivity occurs during or after the tooth whitening. The tooth-whitening cycles are shorter: instead of three cycles of 20 minutes each, six cycles of 10 minutes each are recommended. This is also due to the low hydrogen peroxide concentration and has proven to be very successful. Owing to the more frequent and shorter cycles, freshly activated low-level hydrogen peroxide is applied to the surfaces. Furthermore, PrevDent responded quickly in the development of post-treatment products and introduced a toothpaste that contains nHAp. Studies at the University of Pisa have already demonstrated the toothpaste’s desensitising effect. In addition, brushing one’s teeth with the PrevDent nHAp toothpaste alone has a rewhitening effect, as the continuously remineralised surface reflects light better.

Bio-whitening

In addition to the positive effects of the use of nHAp described above, it has to be stated that the tooth-whitening effect of the PrevDent CrWR system is very good, even though the teeth do not appear to be quite as white directly after treatment. They have the same colour one would normally expect a day after conventional whitening with a higher-concentration gel. This is mainly because the teeth are not as heavily dehydrated. One day after whitening, however, the colour of the teeth is identical to that of teeth whitened conventionally, but without the painful side-effects. In the truest sense of the word, the procedure can be described as a bio-whitening.

The new technology extends the range of indications of tooth-whitening treatment. Furthermore, patients with highly discoloured teeth and fear of the side-effects can be treated earlier. Frequent whitening can be performed in shorter intervals completely free of side-effects. In my opinion, there are no longer any contra-indications to whitening treatments owing to the introduction of nHAp. In the future, treatment with nHAp is likely therefore to increase exponentially.

No more hypersensitivity

While further research is necessary, it has been determined that whitening with nHAp improves and seals the tooth structure and has made once-dreaded hypersensitivity a thing of the past. It remains to be seen how the market will react in the near future. Most certainly, more tooth-whitening products will be developed. Many manufacturers will seek to introduce similar nHAp-containing products to the market. In any event, this is a result of the new EU directive. It has given new impetus to the whitening market.

Editorial note: This is a translated version of the article titled “Aktuelles Bleaching-Update nach der EU-Richtlinie 2011/84/EU—Die Zukunft gehört dem Nanohydroxyapatite (nHAp),” which was published in the 02/2013 issue of the cosmetic dentistry magazine.
Dental implant competitors shake things up

By Kristina Vidug, USA

In 2013, the global dental implant market—composed of the sale of dental implant fixtures, final abutments and other devices—was valued at over US$3.7 billion. The European market, valued at nearly one-third of the global market at close to US$1.2 billion, contracted through 2014, as uncertain economic conditions continued to reduce procedure volumes and as more low-cost competitors entered the market, driving down prices.

These factors hampered the expected economic recovery and resumption of growth projected for 2013. As a result, the dental implant market will continue its decline before stabilising in 2015. Only then will the market and the high quality of their products to command higher prices than did some of their competitors.

In 2013, the global dental implant market was valued at over US$3.7 billion. The European market, valued at nearly one-third of the global market at close to US$1.2 billion, contracted through 2014, as uncertain economic conditions continued to reduce procedure volumes and as more low-cost competitors entered the market, driving down prices.

Dental implants were invented in Sweden; as a result, it is not surprising that a great number of premium manufacturers are based in Continental Europe. In the past, premium manufacturers, such as Straumann and DENTSPLY Implants, were able to rely on their long-standing reputations in the market and the high quality of their products to command higher prices than did some of their competitors.

However, this will not be the case with the Zimmer–Biomet merger, at least not in the short term, as the sales teams from both companies are expected to be retained through the merger. The cost of retaining both sales teams that has been estimated at US$400 million. While the effect of this acquisition on the market remains to be seen, the fact that the sales force will not be decreasing bodes well for the newly merged companies, likely resulting in an increased market share in the dental implant segment.

There is discussion of merger and acquisition activity among other companies in the segment too, with Nobel Biocare reportedly in talks to sell its dental implant business. While these talks are still in the very early stages, what is certain is that there has been a great deal of activity in the competitive landscape in the past several years.

This, combined with the aforementioned economic factors, is turning this once stable and mature market into a dynamic, action-filled space. With the dental implant market set to rebound in Europe and with revenues expanding in other countries—particularly in the rapidly developing BRIC markets—the global industry is poised for even further change, and the competitive landscape could look entirely different a few years from now.

More recently, however, some of the premium competitors have employed strategies to appeal to increasingly cost-conscious consumers. For instance, Straumann has reduced the price of its titanium implants by 15 per cent in Austria, Germany and Switzerland. While the price change only came into effect in the first quarter of this year, the strategy appears to have been effective because the company reported a 5 per cent rise in first-quarter revenue compared with a 4 per cent decrease in the same period last year.

The price reduction has come at a perfect time, while economic conditions begin to slowly improve, consumers are still extremely price-sensitive. These price cuts therefore allow dental professionals to offer premium implant products to their patients at a reduced rate.

Straumann’s price reduction is not its only foray into the value market. In the first quarter of this year, the company purchased US$30 million worth of bonds from low-cost South Korean dental implant manufacturer MegaGen. The investment, which will be converted to shares in 2016, will help bolster Straumann’s revenue while allowing it to participate in both the premium and value segments, thus appealing to a wide range of practitioners and patients alike.

These price cuts therefore allow dental professionals to offer premium implant products to their patients at a reduced rate. Straumann’s price reduction is not its only foray into the value market. In the first quarter of this year, the company purchased US$30 million worth of bonds from low-cost South Korean dental implant manufacturer MegaGen. The investment, which will be converted to shares in 2016, will help bolster Straumann’s revenue while allowing it to participate in both the premium and value segments, thus appealing to a wide range of practitioners and patients alike.

Editorial note: A list of references is available from the publisher.

Optimize Your Workflow - FireCR Dental PSP System

- Fast, High-Quality Images
- IP Size 0, 1, 2, 3 and True 4c
- Touch Screen with Preview
- Network and TWAIN interfaces

Visit us at IDS COLOGNE at BOOTH B-059 HALL 2.1

www.3DISCimaging.com