IDS 2013 surpasses expectations

World largest dental show grows by 6 per cent this year

According to the latest statistics, an estimated 225,000 visitors from 140 countries and 2,058 exhibitors from 58 countries attended the 35th International Dental Show (IDS) in March. The organisers noted growth in the number of international participants in particular. Overall, they reported a 6 per cent increase compared with the event two years ago.

Compared with IDS 2011, when about 118,000 people attended the show in Cologne, this year saw a 5.5 per cent increase in exhibitors, who showcased their innovations, products and services over 150,000 square metres. About 88 per cent of exhibitors and 46 per cent of visitors came from outside Germany. “Owing to the high internationality of the event and the distinct discretionary buying power of the visitors, we expect positive effects for the current business year and sustainable development on the national and international dental markets,” said Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI).

Despite the apparent return of visitors, the show was very well attended from the first day onwards by dental professionals, dental technicians, and representatives of the dental industry and academics. In particular, exhibitors noted an increase in the number of visitors from emerging dental markets, such as China, Russia and Brazil. In addition, more people from Japan, Turkey and Ukraine attended the show than before.

The organisers observed that visitors and exhibitors showed particular interest in CAD/CAM systems and digital workflow technologies. Innovations in prophylaxis and implantology attracted great interest too.

Dental business in Europe increases

Overall sales of dental equipment in Europe increased last year, according to a market study presented by the Association of European Dental Dealers (ADD) and Federation of the European Dental Industry (FIDE) at IDS in Cologne. Sales of consumables remained at the same level in 2012, it also found.

In contrast to the steadily declining number of direct sales, email and web sales increased continuously in nearly all the countries examined. Among these, Denmark was ahead of France and Great Britain as the fastest growing dental market in Europe. With respect to 2011, it was found that despite a slight increase in the number of practicing dentists in Europe, the number of dental technicians has not grown. The number of dental practices and labs has actually decreased, signaling a nearly uniform trend toward consolidation across the continent.

While the number of graduates in dental medicine in Europe declined significantly in comparison to 2011, the same was considerably higher in the US. Nevertheless, the ratio of practicing dentists to patients remained unchanged.

FIDE and ADD have been collaborating since 1998 and together publish an annual market study of the European dental industry. Along with figures on consumers and end-users, the report also covers sales values for the main product categories such as dental equipment, consumables, implants and CAD/CAM, as well as data on distribution channels, information about current European VAT rates and their influence on the dental market.

The complete market study, including in-depth analysis and trends, is available for purchase at ADD’s website.
At some point in time, the dentist is going to want an all-Sirona office

An interview with the new Sirona CEO Jeffrey T. Slovin

Sirona Dental Systems has been operating in the dental industry for more than 130 years. At the International Dental Show (IDS) in Cologne, the company presented 25 hardware and software innovations to facilitate the digital workflow in dental practices. Dental Tribune editor Claudia Duschek had the opportunity to speak with Jeffrey T. Slovin, who was recently appointed CEO of Sirona, about his own impressions of the show and the future trends in dentistry.

Claudia Duschek: Mr Slovin, this year’s IDS marks your seventh all of Sirona. Would you please describe some of the impressions of the last days?

Jeffrey T. Slovin: I have been in the dental business for 14 years and I have always enjoyed the IDS, since it is my first show as CEO of Sirona, this IDS will certainly be a memorable one that I will never forget. The most exciting development for me is that the solutions we are presenting at IDS were engineered in the time when I was about to become CEO. Seeing all of these products exhibited at the show is something that makes me very proud of our employees and company.

With regard to technological developments, I see a lot of companies trying to establish themselves in CAD/CAM today, a business Sirona has been involved in for 28 years. Today we serve more than 30,000 CEREC customers all over the world. I think that this digital workflow development is comparable to the transition from film to digital cameras. Today almost all cameras are digital. In dentistry, it is primarily a matter of where practitioners are located. In some areas, it takes longer for adoption, but the reality of digital dentistry is the future. We see it here today at IDS and it is not a matter of if but when a dental practice will adopt digital. Dentists want their patients to benefit from safer and faster treatment solutions, and I see it coming to life with our CAD/CAM for everyone approach.

And how would you assess Sirona’s position in this development as compared to other companies?

Jeffrey T. Slovin: Indeed, digital workflow is one of the most used expressions these days. Yet, digital technology arrived in dental practices with the introduction of CEREC for the first time, we think that the dentist is going to want an all-Sirona office. Coming from the US and knowing the overseas dental market very well, what kind of differences have you noticed in Europe and Germany in particular?

Jeffrey T. Slovin: I have been to many countries, but what I think is in common for all dentists is that they want practice better, safer and faster dentistry. All patients want to spend less time in the dental chair. This adds significantly to patient acceptance and their experience. Because of that, digital dentistry, digital workflows and integrated solutions matter because not all dentists benefit from simplified and faster procedures but primarily the patient does. I think Sirona is in the best position to help dentists experience all the advantages of the digital workflow.

Market data soon to be available

SDM partners with German Dental Trade Association

SDM has been publishing market data in the US, Canada and England since 1994.

Based in Rutherford, NJ, USA, Strategic Data Marketing has been publishing market data in the US, Canada and England since 1994.

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DWOS open software platform continues to progress

Further developments aiming for maximized flexibility and optimized workflow presented by providers at IDS Lunch & Learn event

ND Two years after having announced their initiative to solve the problem of software incompatibility, the three dental companies 3M ESPE, Straumann and Dental Wings presented the latest progress on the DWOS open standard software platform at IDS 2013.

The exclusive Lunch & Learn Event, held on Friday 15 March, illustrated how the commercially available DWOS open software platform can build bridges between clinicians, labs and manufacturers. Over 350 people attended the event.

Thanks to DWOS, dental labs will now have the flexibility of designing prosthetics using data from multiple systems and sources, for example CBCT/CT, in-lab models, chairside software and digital scans, as well as impression scans received directly from dental practices, according to the companies.

They also said that restorations can be manufactured in-house as well as be outsourced to milling centres that offer high precision and additional material options.

Masum Araj, CEO of Dental Wings, described DWOS as a knowledge-based ecosystem that efficiently links clinical information to the manufacturing process through a variety of integrated ‘apps’. When asked about his experiences with the platform, Daxton Grubb, President of Robert Dental Lab, USA, said: “The main advantage of DWOS is the open software architecture, which allows me to remain at the forefront of technology and optimise my workflow. My team was excited about the new software and we are manufacturing consistently high-quality products.”

Executive Vice President Business Unit Prosthetics of Straumann Sandro Matter explained the integration of Straumann’s CARES 8.0 to the DWOS platform, which offers customers the choice between Straumann validated solutions or other milling alternatives for the production of prosthetics. According to Matter, the digital workflow will be completed by new collaborations with 3M ESPE and Innovation MediTech, a Dreve company. Using Trusted Connection with 3M True Definition Scanner, dentists can now send digital impressions directly to labs using CARES 8.0 which design and order CARES prosthetics. With the help of the Dental Wings Virtual Model Builder software, they can order a corresponding high-precision model from Innovation MediTech, that is required for finishing the prosthetics, he said.

David Frazee, Vice President & General Manager, Digital Oral Care, added that all workflow steps of the 3M ESPE’s LAVA Design software are now supported by DWOS which further increases the possibilities for dental labs and makes digital dentistry more affordable while generating trusted connections between all players involved. Furthermore, he has pinned the way for integrating new materials that allow dental labs to offer a wider product range. “DWOS has brought consistency and higher quality to our workflow. We can easily work with different partners as well as outsource the milling process,” commented Dominik Mader from the Zahnmanufaktur in Bern, Switzerland, when asked to describe the impact of DWOS on his lab.

All parties agreed that DWOS has opened the way for stronger collaborations between dentists, labs and manufacturers. The open software architecture allows dental labs to integrate new technology into their current workflow and stay up to date in the rapidly evolving field of digital dentistry.

Ivoclar enters collaboration with CAMLOG

Liechtenstein company has announced that it will collaborate with implant system supplier CAMLOG in Switzerland, making it an Authorized Milling Partner

The agreement revolves around the processing and marketing of ceramic and composite materials. It will enable CAMLOG to add Ivoclar’s materials to Dedumax, the newly established division for digital prosthetics.

Both companies disclosed at IDS 2013 that this agreement will be an opportunity for dental laboratories to capitalise on the strengths of the two companies. Through the collaboration, CAMLOG can offer its customers a wider range of services, with restorations, as well as veneering and luting materials, made of Ivoclar materials. In the future, CAMLOG will be allowed to integrate all-ceramic materials, such as Ivoclar’s patented lithium disilicon glass-ceramic IPS e.max CAD and IPS Empress CAD, into its range of services. CAMLOG will be able to use the Telio CAD composite material in the manufacturing of a wide range of temporary restorations.

“The collaboration with CAMLOG presents an ideal combination of know-how in implant dentistry and restorative dentistry to provide comprehensive solutions in the digital process chain,” explained Robert Giesler, CEO of Ivoclar Vivadent.

Other collaboration partners of Ivoclar are Nobel Biocare, Straumann, and other dental companies.
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We to create

ACTEON
GC Corporation innovates in Cologne

Improvements and new products in the fields of prevention, restorative dentistry and prosthodontics presented.

Dedicated to the theme of “GC Innovative. Restorative”, the dental manufacturer’s stand at IDS proved once again that GC never ceases to innovate, even in more “traditional” fields, such as prevention, restorative dentistry and prosthodontics. Among other products, professional personnel explained the new everStick product line’s features (everStick C&B, everStick Peri, everStick Mast and everStick Ortho), which allow to create various types of periodontal splints, root posts and bridges quickly and easily. Innovations were also presented with Fit Checker Advanced and Fit Checker Advanced Blue, both Visilock PolyEther materials in two transparent colours for checking pressure spots and the fit accuracy of prosthetic works—e.g. for aesthetic restorations such as crowns, bridges or metal based restorations and dentures.

Another crowd puller was GC’s new Fuji IX GP EXTRA, an improved, self-curing conventional glass ionomer filling material. Thanks to its next generation glass fillers, restorations made with GC Fuji IX GP EXTRA are said to offer a very high translucency, that hardly changes over time. Compared with Fuji IX GP FAST the new Fuji IX GP EXTRA glass ionomer cement also releases three times more fluoride, the company said.

According to the family-owned company, other products also attract huge attention, such as the impression material EXALOex, which provides dentists and dental technicians with a complete system that offers different viscosities and setting times. In the area of prevention the main focus was on Minimum Intervention (MI), a groundbreaking concept that comprises products like-Tooth Mastic and MI Paste Plus. In addition, Saliva-Check Buff and the Tri-Paqus (Der) provide basic saliva diagnostics as well as impressive caries protection, GC said.

A visit by Makoto Nakao, President of the GC Corporation, do not miss the opportunity to grant the audience and set the stage for the presentations to follow. In his brief welcoming speech at this IDS, he pointed out the latest achievement of the company, which celebrated its 90th anniversary two years ago. He also provided an insight into the corporate philosophy “Semui”, an essential working principle of GC and important success factor, that, according to Nakao, combines selflessness, objectivity and great wisdom.

Nakao mentioned that GC’s mission as a dental company was to contribute significantly to the improvement of the quality of life all around the world, which is also linked to good oral health. The company distinct itself through its effectiveness of its products and services as well as high standards in environmental protection and sustainability, he said. Operating on these principles, GC is now present in markets on five continents with manufacturing sites in Japan, Europe, USA and China. Soon, a site in India will join the group.

The GC International Department is also going to open office in Switzerland by April 2013 with the goal to establish a more centralised location. According to the company, not only all global operations will be launched from there but it will also be Nakao’s future workplace.

Henri Lenn, director of Global Businesses for GC Corporation in Japan since early 2012, presented the future of the philosophy, such as the third place among 500 companies in a 2010 Quality Management Ranking. In the same year, the “European Foundation for Quality Management” accorded GC Europe with the quality seal “Recognised for Excellence”, conferring top credentials and five stars. Lenn said that GC was also among the finalists of the current nominations.

Despite difficult market conditions worldwide, the GC Corporation achieved distinctive growth again in 2012, according to Lenn. He said that in contrast to general market development, GC will be continuously extending its service and strive to be in direct contact with dental offices and laboratories.

Frank Lohbauer, General Manager of GC Europe, hosted the press conference, mentioning the broadly based German “März der Zahnärztekampagne” campaign, an initiative to provide information and education about the opportunities and possibilities of modern basic dental care for the patients. Later on, Lohbauer did not miss the opportunity to grant the audience and set the stage for the presentations to follow. In his brief welcoming speech at this IDS, he pointed out the latest achievement of the company, which celebrated its 90th anniversary two years ago. He also provided an insight into the corporate philosophy “Semui”, an essential working principle of GC and important success factor, that, according to Nakao, combines selflessness, objectivity and great wisdom.

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Once the interproximal and occlusal contacts had been checked, the occlusal screw access opening was sealed with a piece of Teflon tape and composite, bringing the BruxZir implant case to a successful conclusion.

– Case by Dr. Michael DiTolla, Newport Beach, Calif., USA
TOP COMPANIES FROM THE INDUSTRY WILL BE PRESENT

AD

Researchers who have studied the use of FRCs in dental filling materials have noted that the design of a bimetric restoration structure is crucial for counterpolymerization shrinkage more effectively. This is why everX®Posterior was developed as a composite material developed with short glass fibres, that mimics the collagen fibres of dentine and therefore achieves a higher fracture toughness for restoration (3.1 MPa/m½).

According to Vallittu, the value exceeds that of dentine, which is a natural, fibre-reinforced material. The optimised length of glass fibres with everX®Posterior results in high stability and hardness as well as effective adaptation of the material to the cavity wall.

Owing to its properties as a substructure, everX® Posterior is suitable for reinforcing composite restorations for larger cavities in the posterior area and its exceptional properties avert cracks and fractures. In order to achieve sufficient abrasion resistance and the best aesthetic result, everX® Posterior should always be covered with a light-curing universal composite, such as GC’s G-aenial family or other composites available on the market.

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Additions to the dental technology portfolio

Dental technician Michael Brüsch (Fig. 5), from MB Dentaltechnik in Germany, explained the advantages of the Initial ceramic system, which has been on the market for more than 10 years and is still undergoing expansion. The new component, GC Initial MC Classic line, is a logical and necessary complement to the proven Initial concept, as it allows for very economic production with an aesthetically pleasing look in traditional three-layer technique. The basis for this standardised and trouble-free implementation of all 16 VITA Classic colours is the also new Initial MC Posterior. Classic line (POCL) available in these colours. With its warm colours it guarantees a colour-safe basis for further layering specifically on difficult materials such as non-precious metal alloys.

In the final address at the press conference, Dr Javier Tapia Guadix presented the free Initial system app for iPhone and iPad—the GC Initial Layering Guide. With the app, dental technicians are supposed to follow a detailed description of the processing steps—within 360 degree rotating illustrations and diagrams. According to Guadix, the free app is an extremely useful tool that can make a significant contribution to optimum use of the versatile Initial ceramic system. It can be downloaded from Apple’s App Store.

The next presentation, from Prof. Dr Wolf-Dieter Grimm (PhD, MSC, University Erlangen, Willy Herdegen, Germany), focused on the perio-modus activation of the new products. Alongside X-ray machines, E-Mind unity and the EndoCenter, consisting of an electric motor and an ultrasound generator, Hoof also presented the latest generation of ultrasound generators, Novexan Pi and PiOS, as well as MeToo, a fast and effective tooth-whitening system.

Next to address the audience was Dr Pierre Montillot (PhD, CEO of Sopro®S.A., La Ciotat, France), who spoke about his work in the field of fluorescence imaging of hard and soft tissues. His scientific work in the field ranges from fluorescence measurements for different dental tissues and soft-tissue tumor detection based on induced fluorescence, right through to the detection of specific enamel pathologies and differentiating between healthy and infected root cementum. His work acted as a basis for the development of the two intraoral cameras, Soprolife and SoproCare.

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