COLOGNE, Germany: Worldwide, anticipation is growing for the next International Dental Show (IDS) in Cologne in Germany. The 37th edition is scheduled to begin in just a few weeks’ time. Pioneers of innovations and new products are to be launched by some of the largest dental manufacturers in the world.

“Our new exhibitors come from various fields of dentistry and their ranges will expand the already large and diverse offering at the show. Furthermore, IDS is becoming increasingly international with companies from North America, Asia and Europe exhibiting their latest products and solutions at the event for the first time,” Koelnmesse CEO Katharina Hamma told today international.

Despite the worldwide recession in 2008/2009, IDS has grown extraordinarily over the last two decades, now attracting over 130,000 visitors from around the globe for every edition. Although held in Germany only every two years, the show has become one of the most important international platforms for dental manufacturers to launch new products to global markets, establish their function and aesthetics will contribute to the increasing digitalisation and its extended application in terms of their function and aesthetics. At IDS 2015 was once again an impressive milestone in a very long success story. With the 37th IDS this year, we want to continue the successful series of the previous International Dental Shows.”

He said that the event would once again cover the entire spectrum of dental products and services, such as implantology and, increasingly, orthodontics. Advances in dental materials and their extended application in the fields of dentistry, orthodontics and orthognathic surgery will accompany the programme that includes the established Speakers’ Corner, held in the passage between Halls 4 and 5 this year, as well as the recently introduced Career Day and KnowHow Tours. For the last, registrants will have the opportunity to view two highly regarded dental practices in Cologne and learn how they apply state-of-the-art equipment and state-of-the-art equipment at their disposal,” Hamma explained.

In addition to the large-scale exhibition, visitors will be able to participate in a diverse and interesting accompanying programme that includes the established Speakers’ Corner, held in the passage between Halls 4 and 5 this year, as well as the recently introduced Career Day and KnowHow Tours. For the last, registrants will have the opportunity to view two highly regarded dental practices in Cologne and learn how they apply state-of-the-art equipment in daily practice.

Dental professionals from Germany and around the world will have the opportunity to see and experience the latest technological developments in their fields, including the newest dental materials, implants and laboratory equipment and state-of-the-art practice management solutions. During the five days of the show, according to the latest figures from the organisers, over 2,300 manufacturers and dealers have registered to participate in the 2017 exhibition, which has been extended again and will now be held over six halls of the Koelnmesse fair grounds. In addition to long-term exhibitors, a number of new companies and joint exhibits have been announced by the dental industry associations from the US, Italy, France, Korea, Brazil and the UK, among many others.

What’s on in Cologne
As interesting as the International Dental Show is, its doors are closing each day at 18:00. There is plenty to do in the evenings however as Cologne is a city of culture that has a lot to offer.

International Dental Show only a few weeks away
Thirty-seventh edition of global dental industry event to start on 21 March in Cologne. By DTI

"IDS is the real focal point of a tremendously connected industry that from early on understood how to benefit from these technological advancements and the new opportunities that come with it. At the show, attendees are in the best hands; having tools like the new products database, IDS app and Matchmaking365 tool at their disposal," Hamma explained.

More info, see page 20

Innovative Products are looking for Distributor

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Despite the worldwide recession in 2008/2009, IDS has grown extraordinarily over the last two decades, now attracting over 130,000 visitors from around the globe for every edition. Although held in Germany only every two years, the show has become one of the most important international platforms for dental manufacturers to launch new products to global markets, establish new business contacts and obtain potential new customers, according to industry experts. Figures released by the organisers after the show in 2015 showed that 70 per cent of the exhibitors came from outside Germany, and the number is expected to increase further this year. Particularly strong growth was also reported in the number of visitors from overseas, particularly from Asia, North America, Brazil and the Middle East.

Dr Martin Rickert, chairman of the board of the Association of the German Dental Industry, which is co-organising the event, said: “IDS 2015 was once again an impressive milestone in a very long success story. With the 37th IDS this year, we want to continue the successful series of the previous International Dental Shows.”

He said that the event would once again cover the entire spectrum of dental products and services, such as implantology and, increasingly, orthodontics. Advances in dental materials and their extended application in terms of their function and aesthetics will also be on display. In addition, a focus of this year’s show will again be the increasing digitalisation and its impact on different fields of dentistry, an area in which the organisers have heavily invested in the last two years.

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“Both formats were very well received by our visitors and will be continued in 2017. While IDS focuses primarily on the business and product presentations at booths, we strongly believe that an interesting auxiliary programme can generate leads for information gathering and new business negotiations,” Hamma said.

The 2017 International Dental Show starts on the morning of 21 March with Dealers’ Day. This first day of the show is traditionally reserved for business-to-business negotiations. At the event, visitors will be able to pick up their free copy of the today international show newspaper, produced jointly by Dental Tribune International and OEMUS MEDIA, with the latest from IDS 2017, new products and things to do in Cologne. Daily news updates, photographs and videos in English will also be available online at a dedicated IDS page on the Dental Tribune website. In addition, the publisher will be sending out special newsletters during the show. Dental professionals wishing to receive these can register at www.dentaltribune.com.

For those interested in attending the show, tickets can still be purchased on-site during the entire period of the event. The organisers are offering a number of travel discounts through their partners, Lufthansa and Deutsche Bahn (German rail). More information is provided at the official website, www.ids-cologne.de.

“This year, more than 2,300 exhibitors will be attending the International Dental Show (IDS), which takes place from 21 to 25 March in Cologne, to present their innovative products to a broad audience. The new today Messeguide will help visitors to navigate through and plan their visit to the world’s largest dental trade fair most effectively.

The today Messeguide was developed as a complementary tool to the today newspaper, which is traditionally published and distributed by Dental Tribune International and its partner OEMUS MEDIA on every exhibition day of IDS.

It is a user-friendly smartphone app that features a comprehensive exhibitor search function and an up-to-the-minute news feed in English and German. In addition, users can view special offers from selected exhibitors and find useful information about the trade fair, including a detailed floor plan. Furthermore, with its save function, users can plan their visit in advance and access their individual list at any time.

Via push notifications, users of the app will be updated regularly on the latest products and highlights. More information can be found online at www.messeguide.today. The app is now available for download from the iTunes Store and Google Play for iPhones and Android devices free of charge.”
MORE INVENTIVE
LESS INVASIVE

DENTAL & MEDICAL TECHNOLOGIES

Booth M060 - N069, Hall 10.2
Prevention in dental practice
a focal theme of IDS

■ Held biennially, the International Dental Show (IDS) in Cologne is the largest and most important event for the dental profession and industry. This year’s edition will focus on prevention, professional and home prophylaxis, as well as imaging and microbiological diagnosis, the organizers have announced.

Over the last decades, the global dental market has seen a shift from restorative-based treatment to a preventive approach in dental practice, mainly driven by an increasing awareness of the likely implications of untreated dental disease for overall health, as well as the growing number of older populations worldwide and, consequently, the need for maintaining natural dentition for a lifetime.

Oral prophylaxis, including home prevention measures and professional dental scaling, and education is thus one of the most important pillars of long-term oral health. During IDS 2017, dental professionals will be updated on the most recent techniques and product innovations in this area.

Participants will receive information on the latest oral hygiene products for use at home and on a large variety of new manual curettage instruments, as well as sonic, ultrasonic and air-polishing devices and air scalers. In addition, innovative diagnostic tools for targeted oral prophylaxis and interdisciplinary collaboration, such as high-resolution intra-oral cameras, camera-supported fluorescent and infrared technologies, as well as analogue and digital radiographic and computer tomography systems, will be on display at IDS.

During the event, participants will have the opportunity to enter into discussion with distinguished prophylaxis specialists and representatives of various dental companies. “Prophylaxis is a dental core competence. IDS offers the entire team a unique opportunity: dialogue with specialists of exhibiting companies, discussions with experienced users, the entire spectrum of modern prophylaxis concepts, current diagnostic, prophylaxis and therapy trends in one location. Every two years, it offers a unique experience, which I am personally most looking forward to,” emphasized Dr Markus Heibach, Executive Director of the Association of German Dental Manufacturers.

Another focus of the event will be hygiene and infection control in the dental practice.

From 21 to 25 March, more than 2,400 dental companies from all over the world will be exhibiting their latest products in five halls of the exhibition centre of Koelnmesse, which organises about 80 trade fairs, exhibitions and special events for the most important markets worldwide every year.

In 2015, almost 139,000 trade visitors from 152 countries attended the world’s leading dental trade fair, corresponding to an increase of almost 11 per cent compared with 2013. The event also set new records in terms of the number of exhibitors and the exhibition space sold. About 2,400 companies from 59 countries presented their innovations, product developments and services in an exhibition space covering 157,000 m².

.ids

IDS 2017 to showcase latest in 3-D printing and dental practice hygiene

■ Cologne will become the capital of the dental world again when the IDS is held in Cologne for the 37th time in a few weeks’ time. Visitors will be able to learn more about 3-D printing technologies, which have gained increasing importance in recent years.

Visitors to IDS 2017 will be able to see and try out the latest advances in dental technology, and 3-D printing techniques and additive manufacturing in particular. Today, these technologies are widely used in the manufacture of crowns, bridges and denture device manufacturers and, more crucially, within clinical settings. Therefore, companies specialising in this field will be showcasing new means of consistent hygiene management in the dental practice during IDS 2017.

After its successful launch in 2015, Career Day will be hosted again during this year’s IDS. Young people seeking a career in the dental industry, as well as experienced dental professionals looking for job opportunities or further training, will have the opportunity to meet with representatives of prominent dental companies from all over the world.

More than 2,400 companies from about 60 countries are expected to attend the world’s most important industry get-together for the international dental market in Cologne from 21 to 25 March 2017.

For IDS exhibitors, Career Day offers a platform for presentations on professional training, further education and career advancement. In the Recruitment Lounge, linked to the presentation area, facilities will be available for individual meetings in discreetly partitioned areas.

On Career Day, held on 25 March, university graduates, trainees in the fields of dentistry and dental technology, and pupils and school-leavers who would like to find out about training and career opportunities in the dental industry can obtain a first impression of the various spheres of activity of the participating companies. In addition, the initiative offers fully trained persons or career-changers information about further training options and career opportunities in the dental industry.

Meetings with candidates on Career Day can easily be arranged using the online scheduling facility on the IDS homepage. However, spontaneous speed meetings are also possible. All exhibitors involved in the initiative will be announced on the IDS homepage and be mentioned in a dedicated printed flyer.

Organisers to stage Career Day again
GC is deeply committed to achieving excellent quality. Staying true to this commitment, GC wants to continue to play a part in society, through its dental products. Our goal? To make the 21st century the “Century of Health”, providing smiles for the world.
Another outstanding event
An interview with Koelnmesse CEO Katharina Hamma

With more exhibitors expected than ever before, the International Dental Show (IDS) in Cologne in Germany promises to be the essential event in this year’s dental calendar. In only a few weeks, the Koelnmesse fairgrounds will again welcome dental professionals from all around the world. Today international spoke with CEO Katharina Hamma about her expectations and what visitors can look forward to this year.

Today international: According to your figures, 2015 was the most successful year in Koelnmesse history with regard to revenue. What role did the last IDS have in this?

Katharina Hamma: IDS currently ranks among our top ten events and therefore contributes significantly to our overall business results and attendance figures.

The last IDS, held in 2015, exceeded all results and attendance figures. The IDS that came before it was already considered a tremendous event. With about 2,300 exhibitors, the IDS is steady interest in the show, particularly from abroad.

According to Katharina Hamma: IDS currently ranks among our top ten events and therefore contributes significantly to our overall business results and attendance figures.

For the very first time, we are opening a level of Hall 5 and the total exhibition area to 160,000 m². Furthermore, we expect more professional visitors this year. There is steady interest in the show, particularly from abroad.

You mentioned that the exhibition area will be expanded again through the opening of a new hall. Can you say where the new exhibitors mainly come from?

Our new exhibitors come from various fields of dentistry and their ranges will expand the already large and diverse offering at the show. Furthermore, IDS is becoming increasingly international with companies from North America, Asia and Europe exhibiting their latest products and solutions at the event for the first time.

A number of new auxiliary show concepts, like Career Day and the Know-how Tours, were introduced in 2015. How were they received and will they be continued?

Both formats were very well received by our visitors and will be continued in 2017. While IDS focuses primarily on the business and product presentation at booths, we strongly believe that an interesting auxiliary programme can generate leads for industry that from early on understood how to benefit from these technological advancements and the new opportunities that come with it. At the show, attendees are in the best hands, having tools like the new products database, IDS app and Matchmaking365 tool at their disposal. In this manner, we help exhibitors and visitors to prepare optimally for their visit and make their week in Cologne an all-out success.

In addition to digital dentistry, what other areas will be in focus at the show?

Some of the areas that will be in the spotlight are periodontology, implantology and endodontics. Prophylaxis will also continue to be a topic of importance at IDS, in addition to many other areas of dentistry.

What are the long-term prospects for IDS, and what concepts are being developed to extend the trade show offering?

Owing to the development and particular success of IDS in recent years, we can look positively towards the future. In this dynamic industry, one has to keep pace with changes; therefore, we will sit down with our co-organiser, the Association of the German Dental Industry, after the show to discuss the outcome of the event and explore how we can continue its success in the long term.

Thank you very much for the interview.

We definitely expect another outstanding event. With about 2,300 exhibitors from over 60 countries, the range of products will be larger and more diverse than ever. Owing to the increasing demand from the industry, we are opening a level of Hall 5 for the very first time. This extends the total exhibition area to 160,000 m².

Over time, IDS has become a platform for the increasing importance and use of digital technologies in dentistry. Will this trend continue with the 2017 edition?

Definitely. IDS is the real focal point of a tremendously connected industry that from early on understood how to benefit from these technological advancements and the new opportunities that come with it. At the show, attendees are in the best hands, having tools like the new products database, IDS app and Matchmaking365 tool at their disposal. In this manner, we help exhibitors and visitors to prepare optimally for their visit and make their week in Cologne an all-out success.
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Big business has a simple solution to this problem; it is called big money. Whether it is a Super Bowl television commercial, a giant billboard on a motorway or, nowadays, massive expenditure on Internet visibility via paid media, those with the deepest pockets offering the best products and services are the winners in the race to attract that poverty of attention first mentioned in 1971. So where does this place the independently owned dental practice? You are a mouse, wandering between the legs of a herd of bull elephants, all trumpeting their mating call. No matter how loudly you squeak, at best your sound will be drownd out and at worst you may be trampled in the rush.

I have watched the world of digital marketing in dentistry very carefully over the last five years and have reached some conclusions that are obvious: it consumes the attention of every person that lives. A wealth of information creates a dearth of what we refer to as human interest.

Chris Barrow is the founder of Coach Barrow consultancy practice. An active consultant, a trainer and a coach to the UK dental profession, he regularly contributes to the dental press, social media and online. Chris Barrow can be contacted at chrisbarrow99@gmail.com
Europe has some of the most highly penetrated markets for den-
tal implants in the world, including Italy, Germany and Spain, but it also
contains regions with considerably under-developed markets, such as
France and the UK.1,2 A shift in con-
sumer preferences will be a key
characteristic of the European mar-
et in the future, in both the dental
implant fixture market and final
abutment market. Although the
shifts will contrast one another,
they will both have a significant im-
 pact on the market in terms of over-
all pricing, the competitive land-
scape and technological innovation.

Historically, premium dental im-
plant companies have dominated in
Europe, but have recently faced in-
creased competition from the value
and discount brands. A growing
prevalence of local manufacturers
and an increasingly cost-sensitive
consumer demographic will contrib-
ute to overall price depreciation and
the declining presence of premium
implants in the future.3

Region-specific growth of the
premium segment is highly reliant
on the prevalence of domestic,
lower cost dental implant brands. In
countries such as Italy, Germany
and Spain, there is a plethora of lo-
cal value and discount dental im-
plant companies that have emerged
to cater to the growing cost sensitiv-
ty expressed by dentists. Within
these regions, the premium segment
of the market has lost significant
market share and is exhibiting far
greater growth relative to the past.
It is expected that this trend will con-
tinue to spread throughout Europe,
as consumer preferences shift to-
wars lower cost products. Several
competitors in the German and Ital-
ian implant markets have been par-
adoxically successful at capitalising
on the shift in consumer prefer-
cences and now represent the top
players in the competitive
landscape and technological innovation.

In addition to investments in
value and discount companies, the
market for dental implants has been
distinguished by consolidation among the top competitors. Most re-
cently, Dentsply Sirona was estab-
lished after the merger of DENTSPLY
International and Sirona Dental Sys-
tems in February 2016, combining
the strengths of each company in
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nounced the acquisition of MIS in
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Biomet was formed through the
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bining the dental divisions of each
company, Zimmer Dental and
BIOMET 3M.1

Consolidation and emerging
players in the competitive
landscape

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Although the premium implant
companies still collectively main-
tain over 60 per cent of the Euro-
pean market, they are expected to
face competitive challenges from
emerging players in the value and
discount segments. Competitors
for modern surgical protocols, such
as immediate loading and full-arch
restorations. Overall, growth within
each segment will be highly depen-
dent on the above-mentioned factors
and region-specific characteristics.2

Editorial note: A list of references is
available from the publisher.
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Clear aligners: How has the technology evolved?

Though still a relatively new orthodontic treatment modality, clear aligners have quickly become an increasingly popular alternative to fixed appliances for tooth straightening, since they provide an aesthetically appealing and comfortable choice. However, the recent rapid advancements in aligner technology are yet to be recognised by many dentists, leading to a low adoption rate. This article will provide an introductory overview of aligner treatment and its development.

Traditionally, malalignment has been corrected using fixed orthodontic appliances. However, in 1999, Align Technology made its Invisalign system available for commercial purchase, altering the future path of orthodontics. A clear aligner, Invisalign offered an effective alternative in orthodontic treatment, as its correct use can minimise the plaque build-up, gingival recession and inflammation of soft tissue sometimes associated with fixed appliances. Additionally, its complete lack of metal parts presented an aesthetic advantage, and the ability to remove it at any time (especially relevant during eating) allowed Invisalign patients a level of comfort and hygiene care previously unmatched in orthodontic treatment.

Through its recently introduced Invisalign Go system—a treatment programme aimed at guiding general dental practitioners through the process of identifying, planning and treating suitable cases using the aesthetic tooth straightening solution—Align Technology has become entrenched as the global market leader in clear aligners. Other companies have since recognised the value of this therapy, through, and this increased focus has led to a rapid progression in the sophistication of aligner modelling and manufacturing.

Agnieszka Dziedziul, Clear Aligners Department Manager for NimroDENTAL Orthodontic Solutions, told Dental Tribune Online. Established in 1991, NimroDENTAL is one of the largest orthodontic laboratories in the UK, using four different alignment systems in its work with dental practices. “When we started making clear aligners 15 years ago, we were limited to creating movements by hand on a plaster model,” said Dziedziul. “Today, though, we use sophisticated software and the latest 3-D printers to create clear aligners that can correct the majority of malocclusions.”

The lack of awareness of clear aligners’ benefits among dental practitioners has sometimes been attributed to a lack of scientific studies...
on this treatment modality. As aligner therapy has developed and been more widely adopted, however, increasing research into its effectiveness and patient satisfaction rates has been conducted. For example, a 2015 study published in the BMC Oral Health journal compared oral health status and satisfaction levels among patients who had received fixed appliances and those treated with the Invisalign system. It found that Invisalign patients were more satisfied overall and enjoyed greater periodontal health, with slightly lower levels of dental plaque. According to another study, conducted in 2013 and published in The Angle Orthodontist journal, compared with those treated with conventional edge-wise brackets, patients who had received aligner therapy had significantly fewer dental visits, shorter treatment duration, fewer emergency visits and less overall chair time.

Aligner therapy is one of the fastest-growing areas in orthodontics, driven significantly by patients who regard it as a more comfortable, convenient and discreet alternative to fixed appliances. Given that market research firm Technavio has projected this market to grow at a compound annual rate of 12.68 percent globally from 2016 to 2020, the need for organisational bodies to increase education and awareness of aligner therapy is essential. The German Association for Aligner Orthodontics was founded in 2007 and the Japan Academy of Aligner Orthodontics in 2012, with both organisations aiming to foster a space for increasing awareness of the applications and advantages of aligner therapy.

More recently, the EAS was established in 2013, with Dr Graham Gardner serving as its founding and current president. In order to promote education on the latest technologies used by clear aligners, the EAS will be hosting its first AlignerLab workshop on 18 February 2017 in Vienna in Austria. It follows on from the successful first EAS congress in February 2016 and will provide clinicians with an opportunity to engage in a variety of hands-on sessions covering 3-D intra-oral scanning, 3-D printing, virtual treatment planning techniques and tooth movement acceleration techniques.

Gardner believes the AlignerLab will highlight how far aligner therapy has come in such a short time. “With the explosion in the 3-D treatment planning and manufacturing processes now available, we at the EAS believe that not only do we need to update our knowledge on the various aligner systems available, we also need to understand the associated hardware—scanners, computers, software, 3-D printing—that is necessary to optimise the aligner system and improve treatment results,” he told Dental Tribune. Gardner envisions the event ideally becoming a regular occurrence to allow dental professionals to trial and compare new systems and developments in aligner technology.

(Article by Brendan Day, DTI)
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Hall 4.1, Booth D060/F061

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Better health for you

Prevention One is an innovative business model for dental practices.

Individually trained oral prophylaxis has become an established oral hygiene technique. All visitors at IDS will have the chance to win a weekend in Rome where tennis training for every dental professional is in order.

*The Curaprox Baby pacifier prevents open bites and crossbites.

Curaden is one of the few companies in the industry focusing on a holistic approach to dentistry. It is the only brand that combines high-quality oral hygiene products, training systems and prophylactic concepts for lifelong oral health. At the 23rd stand in Hall 11.3 at the upcoming International Dental Show (IDS) in Cologne in Germany, visitors will be introduced to new approaches to preventative and profitable dentistry. The company will be presenting the requisite knowledge and products for dental professionals to become more motivated and educated regarding achieving enduring good oral health for their patients and themselves.

This philosophy is the basis for the CURAPROX product range. Technology, elegant design and efficiency combine to create the worldwide success of the CURAPROX brand. This includes the CURAPROX CS manual toothbrushes, Hydrototik toothbrushes, GPS inter-dental brushes and Enzycal toothpaste. At IDS, Curaden will also be presenting two significant means of achieving the optimal transfer of training and knowledge: Prevention One and iTOP (individually trained oral prophylaxis). Both programmes have been developed to train dental professionals as future health coaches, combining dental hygiene techniques with the latest evidence on oral and systemic health.

The future of preventative medicine

Prevention One (P1) is much more than just an oral hygiene prevention model. It offers dentists an innovative business model for (re-)activating and motivating existing customers and attracting new customers. P1 was developed to optimally complement existing prophylactic products and structures. It is a valuable addition to any dental practice’s services, since it increases both the value of overall services and subsequent patient satisfaction. P1 follows Curaden’s proven principle of the importance of maintaining good oral hygiene to achieve subsequent well-being on a whole life-long.

The P1 plan includes a well-coordinated combination of dental care products, supporting software (patient and appointment management), online information, a practice marketing and communication package, a dental health index, and a sophisticated training and certification system. Through the P1 system, the prophylaxis patient is supported outside the practice too. Using the product and service package at home, the patient remains in constant contact with his or her P1 practice. Visitors to IDS have the opportunity to study the new P1 box and booklet, talk to P1 coaches and learn about our attractive licence models.

Change requires motivation

The iTOP approach combines regular training, the right tools and the necessary motivation to instruct dental professionals, who can then transfer their new experience directly to their patients. All iTOP seminars are led by independent dentists and dental hygienists who have completed the training themselves. This training answers the most important question considered by dental practices: how can I motivate and instruct my patients to brush their teeth in such a way that they will do it well and with motivation? iTOP facilitates individual training with regular checkups and corrections to the prophylaxis techniques learnt.

iTOP is important in any discussion on oral hygiene, and the combination of high-quality products and trained application is key. Without a trained user, the product alone will not achieve optimal changes; people will continue to suffer from dental disease. For this reason, the trainers use the principle of touch to teach in their seminars. Only someone who has experienced it in his or her mouth knows the exact pressure of an interdental brush and understands the importance of oral hygiene and can thus pass this knowledge on.

Our famous Black Is White toothpaste

The release of CURAPROX’s Black Is White toothpaste in 2016 introduced a whole new means of whitening teeth. Using the power of activated carbon, the toothpaste whitens the teeth and removes stains without abrasion or chemical bleaching. Black Is White toothpaste works gently and safely. It does not contain plastic particles or sodium laurel sulphate, a cheap, aggressive foaming agent found in many toothpastes. Rather, this toothpaste uses an enzymatic system, already tried and tested in CURAPROX’s Enzycal toothpaste. The enzymes are found in the mouth naturally and offer powerful protection against bacteria, fungi and the development of dental caries. The toothpaste’s active ingredients include sodium fluoride and hydroxyapatite, which help to remineralise the enamel and prevent early lesions developing into caries.

A revolution in paediatric dentistry

Standards used to rely on malocclusion, as the tongue presses the soft part of the dummy on to the gingiva when sucked. A Cradle, combined with an open bite, can lead to mouth breathing, which is a significant cause of delayed mental, intellectual and physical development. For this reason, Curaden has taken a completely new approach to paediatric dentistry by seeking to prevent early malocclusion from the first month of life.

Dr Herbert Pick, an Austrian orthodontist, recognition a Cradle and open bite in his young son almost 30 years ago, determined that the reason was the dummy the child often used. Weaning him off it proved difficult. Consequently, Pick developed a dummy with CURAPROX that both prevents and treats crossbite. The result is that the new CURAPROX dummy prevents this malocclusion. Surprisingly, it closes the gap between early detection and conventional orthodontic treatment. Malocclusions simply disappear.

Strong brands and programme for dental professionals

There is even more for visitors to the Curaden stand to experience. For example, the dental treatment unit MAVI by the Italian company IDEM is easy to use, cost-effective to maintain and, with its modular construction, easy to expand. The patient’s position can be effortlessly adjusted, and the instruments can be positioned perfectly.

Swiss smile combines comprehensive expertise with luxury, aesthetics and timeless design. The well-known luxury brand develops formulae with high-end ingredients and high-quality materials for a completely new dental and oral hygiene experience. The choice oral hygiene products offered by SCANDERRA are in demand worldwide, especially its most successful brands, like edel+white. SCANDERRA sets its expert focus on the health and aesthetics of teeth in pursuit of overall well-being. When it comes to consumer materials, dental practices and laboratories in central Europe rely on Italian retailer Gerha.

Hall 11.3, Booth K040–L069

Curaden will be presenting these and many more innovative brands and products at IDS in Hall 11.3 (Booth K040–L069). A special highlight at the stand is a competition with over 100 attractive prizes for all visitors to enter. The grand prize is a weekend in Rome, where internationally celebrated Swiss tennis player Martina Hingis will be fighting for the top spot in the Italian Open.
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Integrated workflows that combine dental products and work steps in both practices and laboratories intelligently and efficiently define modern dentistry. As the world’s largest manufacturer of dental solutions, Dentsply Sirona is predestined to drive forward innovations that support dentists and dental technicians in providing their patients with better, safer and faster dental treatments.

It is essential that we consistently think through the processes of dental treatments from the initial diagnosis through to the final treatment for the patient and provide solutions that are harmonised with each other,” said Markus Böhringer, Group Vice President for Germany, Benelux countries and Scandinavia.

Combination of separate processes into one workflow

The merger of DENTSPLY and Sirona last year brought together two dental companies that have been developing and delivering innovative technologies and products to practices and laboratories for more than 100 years. At IDS 2017, the company announced, it will demonstrate how the connection to integrated end-to-end solutions is setting new standards in modern dentistry. Practitioners can experience the benefits resulting from the combination of products to create a plannable and predictable therapy procedure with Dentsply Sirona in a number of different fields and integrate them into their working processes.

This is particularly evident in endodontics, where innovative products, such as the new 3D Endo™ software in combination with Orthos 3D devices (Dentsply Sirona Imaging), allow the dentist to reliably plan endodontic treatment digitally. The size of the ORTHOPHOS SL can be reduced to 5 × 5.5 cm, which, when combined with the high-definition mode, provides optimal X-ray images for endodontic indications. The files used in the therapy can then be visualized directly in the 3D Endo software.

Integrated implantology is another example of Dentsply Sirona’s system expertise that, according to the company, no other can provide in this form. The concept includes all phases of dental implantology, forming them into an integrated process. Data obtained from 3D X-ray images and digital impressions with CEREC is combined in an interlinked program (GALILEOS Implants, mySIMPLANT). The complete process of scanning, planning, insertion and restorative treatment is intuitively and systematically supported.

Live treatments at trade fair stands

At IDS 2017, Dentsply Sirona will have stands in Halls 10.2 and 11.2. In Hall 10.2, trade fair visitors will primarily find new technologies and equipment for the dental practice, solutions for clinics, and products from Legacy Sirona that dentists know and value, treatment centres being one of them. Dentsply Sirona treatment centres will present the current design trends for the dental practice as a space for living and working in a very special manner.

In Hall 11.2, visitors will be able to experience all products from Legacy DENTSPLY, as well as integrated endodontic and implantology workflows. The individual business units will be presented respectively. Furthermore, the Prosthetics unit (DeguDent), located directly adjacent to the CAD/CAM solutions from inLab, will be presented for the first time in Hall 11.2. Dental technicians will be able to follow the entire digital workflow live and will likely be impressed by the materials and how they are processed in the inLab grinding and milling units, the company said.

An additional focal point is implantology. Dentsply Sirona Implants will be flanked by information stands from the Imaging Systems and CAD/CAM units, allowing visitors to experience the concept of integrated implantology live. Dentsply Sirona Endodontics (formerly DENTSPLY Maillefer and DENTSPLY Tulsa Dental Specialties) will be surrounded by product ranges from the Instruments, Preventive and Imaging Systems units as well.

Furthermore, the materials from the Restorative (DENTSPLY De Trey) unit will be on display in the immediate vicinity, making it clear how the products from the various business units combine together in practice.

The latest innovations from CEREC will be presented daily at IDS in 20 live demonstrations in both halls, showing how the chairside production of restorations can be integrated into the practice workflow.

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For all information regarding PD workshops at IDS, please contact info@pdsa.ch, Produits Dentaires SA

New generation of Implantmed from W&H on display

Implantmed from W&H (Hall 10.1, Booth C010/D011) is a high-quality device that has been offering dental implant specialists greater safety, simple operation, a high degree of precision and flexible application options since 2001. The latest generation of the surgical device which will be available to visitors at IDS offers users both the tried and tested Implantmed functions and a unique system for assessing the stability of an implant, customizable features that can be retrofitted if required, a high-tech, intuitive user interface and an even more powerful motor. The new W&H surgical device supports practitioners both with its precise performance of oral surgery procedures and with its efficient time management.

Deciding the best time for loading an implant is becoming more and more complex when trying to take into account all key parameters and the patient’s risk factors. The optional W&H Ostell ISQ module for the new Implantmed makes assessing the success of the treatment safer and more reliable. While the Implantmed’s integrated automatic thread-cutter function and the torque control help the dentist during insertion of implants, the Ostell ISQ (Implant Stability Quotient) module now makes it easier to decide the optimum loading time for an implant. The stability value measured by the device helps improve the success rate and is a form of quality assurance. Not only can this measuring system be used to determine the primary stability of implants, but it also can observe the osseointegration using secondary measurements and can be used to determine the optimum time for loading the implant. The ISQ value (ISQ scale of 1 to 100) is shown on the screen after taking the measurement and is easy to interpret thanks to numerous clinical trials. The W&H Ostell ISQ module is an optional extra and can be easily retrofitted to the new Implantmed. When the documentation function is enabled, all implant insertion values, such as defined device parameters, the implant insertion curve, the Ostell ISQ measurement and basic data such as the documentation ID and tooth position, can be saved to a USB stick.

The new Implantmed’s user interface helps the dental practice team to streamline the treatment steps as they are simpler, take less time and are more efficient. The high-tech colour touch screen with the glass surface makes it easy to operate the device. The important information for the particular step of the procedure is clearly visible on the large screen. The logical and intuitively designed navigation system and the customizable program sequences allow the dental implant specialist to concentrate on the essentials. The Implantmed can be customised for up to six users, making it ideal for improved efficiency in group practices.

The redesigned coolant pump also helps make the surgical device especially easy to operate and prep times are even faster. The irrigation tubing can be inserted very easily, quickly and above all safely even under sterile conditions with the new design. Even difficult procedures can be performed with less effort, and great precision, thanks to a motor torque of 6.2 Ncm and a speed of 200 to 40,000 rpm. The new device also has the shortest surgical motor on the market. The ergonomically shaped and perfectly balanced combination of motor and W&H contra-angle handpiece allows the user to work for extended periods without fatigue affecting the hands. In addition, the five new straight and contra-angle surgical handpieces with LED+ now fully illuminate the surgical site regardless of the motor speed. The high-quality stainless steel with its scratch-resistant coating mean that the surgical straight and contra-angle handpieces have a particularly long service life and are very sturdy.

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TAV Dental: The future of dental implantology is zirconia

When considering what implant to use, many dentists will select one that is based on titanium or a titanium alloy. However, rapid advancements in the development of ceramic implants have made them a feasible and reliable alternative, as their metal-free properties offer a mechanically and visually superior choice. With its wide range of outstanding zirconia dental products, TAV Dental presents an evolutionary approach to patient satisfaction in tooth replacement.

Reliable and affordable

Dr Michael Leistner is an established implant specialist from Germany, where he maintains two practices. He has hundreds of documented case studies through his company, dent Leistner. Leistner has placed TAV Dental implants in a number of patients already. “Full-zirconia implants offer higher biocompatibility and more beautiful esthetics and are a completely metal-free alternative. Zirconia as a neutral material allows for successful osseointegration when sufficient pressure is applied. I have even observed growth of the gingiva on zirconia. Furthermore, the risk of peri-implantitis is significantly lower than for titanium implants. I consider TAV Dental implants a reliable and affordable full-ceramic system and am pleased to be able to offer it to my patients. In addition, I greatly appreciate the company’s fast and reliable customer service.”

Dr Simion Bran heads the Clinic of Maxillofacial Surgery at the Iuliu Hâțeganu University of Medicine and Pharmacy. He described his experiences: “Zirconia implants have three main benefits: they possess excellent biological properties in contact with the bone and the gingival tissue; they achieve outstanding aesthetic results in the anterior region of the upper and lower jaws; and they exhibit low adherence of bacterial plaque.” He continued: “I would definitely recommend TAV zirconia implants to my colleagues owing to the implants’ superior quality. I would also like to highlight the excellent communication with TAV Dental, which answered promptly all my requests regarding the implant design and the internal connection.”

Zirconia is the future of implantology

Zirconia has been recognised by TAV Dental as an excellent material for its dental products for a variety of reasons. It is a highly aesthetic material, closely matching the colour of the natural dentition while possessing a lifelike translucency, and its anti-allergic and tissue-friendly properties ensure an unmatched level of biocompatibility and osseointegration. In addition, it is highly resistant to heat stress and retains a relatively low level of bioluminescence compared with metals. TAV Dental’s zirconia range is unparalleled in its diversity, with standard-platform and narrow-platform options available for almost every product. Its offering includes the following:

- zirconia aesthetic abutments
- zirconia aesthetic abutments with a titanium base
- zirconia anatomic healing caps
- one-piece ball attachement zirconia rings
- one-piece multi-unit zirconia rings
- zirconia levers (Locator)
- zirconia implants and drills.

TAV Dental will be exhibiting at the 2017 International Dental Show, to be held in Cologne in Germany, from 21 to 25 March. It will be located at Booth G038 in Hall 4.2, and the company representatives are keenly looking forward to discussing its wide range of zirconia dental products with visitors. On 23 March at 11.30, Dr Eyal Tarazi from Israel will be giving a presentation titled “The impact of zirconia on the evolution of dental implantology” at the Speakers’ Corner (Passage 4/5).

Better implantology with ACTEON products

ACTEON PIEZANUM is an essential tool for treatment planning and post-procedure follow-up, according to the French manufacturer. Its 3D imaging capability allows clinicians to assess the anatomy from a single scan. 3D modelling can then be used to choose the size and shape of the implants in proportion to the patient’s morphology based on a substantial and scalable implant library. Moreover, clinicians start by putting the crown in place, which serves as a guide for better positioning of the implant. Imaging data generated by ACTEON PIEZANUM scans can be exported in STL format and imported into the company’s own design software.

Dental gaps are often associated with bone loss; thus, a graft is necessary to reconstruct the support for the implant. Owing to its unique porous structure that is especially compressive resistant, QUALIOS, the new synthetic bone graft material from ACTEON, is the product of choice for bone regeneration, the company said. Its innovative structure allows the material to retain its volume and fill the space long enough for complete regeneration, regardless of the mechanical stress from mastication. Furthermore, QUALIOS is very easy to handle. The high porosity allows quick fluid absorption, whether it is mixed with blood, saline or PRP/plasma.

The phosphocalcium ceramic in QUALIOS is exceptionally remouldable and resorbable, avoiding the risk of contamination associated with products of animal origin. The material is available in TCP (tricalcium phosphate) and BCP (hydroxyapatite phosphate) formulations. These have different resorption speeds and come in granule and cylinder forms to fully satisfy the specific needs of each dental surgeon.

Pre-implant surgery involving bone grafting is performed in areas where the supporting bone is insufficient. The use of
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curaprox.com
Disinfection is no longer the same with Tethys H10 Plus

With its new Tethys H10 Plus, MOCOM (Hall 11.2, Booth S029) is revolutionising the field of disinfection. The device decontaminates, washes, thermally disinfects and dries instruments with hot air, all in a single process, and automatically prepares them for subsequent packaging and sterilisation. Using this innovative, compact device, the reconditioning process is as simple as it is effective, according to the company. It also frees staff from tasks that are time-consuming and risky.

Tethys H10 Plus complies with the EN ISO 15883-1/2 standard. It reaches extremely high thermal disinfection levels, with the A0 value (indicates the level reached) settable from 600 to 6,000. This data is displayed on the device prior to cycle selection and during the process. Once the programme has been set via the colour touch screen, completion of all the reconditioning stages takes place automatically. This limits the need for any intervention by staff, eliminating risk while ensuring that instruments are disinfected, clean and dry.

Furthermore, the cycle is very quick: decontamination, ultrasound washing, thermal disinfection and hot-air drying can be completed in a single stage that lasts only 35 minutes.

Tethys H10 Plus is a tabletop unit that comes with everything clinicians need. According to the company, it offers the same performance and features as conventional thermal disinfectors—water softener, detergent reservoir, filling pump, discharge pump and aqua stop—all in a compact unit suitable for any surgery.

A metal-free restorative option from Adentatec

German alloy manufacturer Adentatec has expanded its product range with the new ceramic-filled CAD/CAM high-performance polymer SYSTEM PEEK-Blank. Owing to good mechanical properties and the low weight of the polymer, the patient will both enjoy wearing comfort and be assured of a strong material, according to the company.

System PEEK-Blank meets all of the biocompatibility requirements of DIN EN ISO 10993 and is a very good option for fixed dentures, particularly for allergic or sensitive patients. It has been particularly optimised for implant-supported restorations, secondary structures on telescopic crowns, two-piece abutments, gingiva formers, denture bases and many other treatment modalities.

The Adentatec team is looking forward to giving advice on its products to visitors at the company’s IDS booth (Hall 10.2, Booth V029).

Success in endodontics is linked to extreme rigour in following instrument protocols and the quality of the tactile feedback provided to the practitioner by the various instruments. With its new ENDOBLACK product family, KOHLER Medizintechnik (Hall 10.2, Booth L029) meets these needs of endodontists while adding ergonomic elements that increase working comfort.

Working under the microscope is becoming increasingly common in endodontics. This requires specific instruments made of high-quality steel, whether for orthograde access or for endodontic surgery. The anti-reflective coating of the ENDOBLACK instruments makes them easy to work with under the operating microscope light and more generally avoids visual fatigue during the various clinical stages of creating an access cavity for root canal obturation.

Moreover, the design of the new handles facilitates the cleaning process, the company said.

ENDOBLACK instruments are available in two sets, each in sterilisation trays, according to application, conventional endodontics and endodontic surgery.

Instruments for conventional endodontics and endodontic surgery

With its new ENDOBLACK product family, KOHLER Medizintechnik (Hall 10.2, Booth L029) meets these needs of endodontists while adding ergonomic elements that increase working comfort.

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ENDOBLACK instruments are available in two sets, each in sterilisation trays, according to application, conventional endodontics and endodontic surgery.
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Find out more.

VISIT SOLVAY AT IDS 2017 Hall 2.2, Booth A-019
Swiss quality dental products

Operating in more than 100 countries worldwide, Produits Dentaires SA (PD, Hall 11.3, Booth E018–F019) offers dentists a wide range of high quality products for use in endodontics, restorative dentistry, prophylaxis, prosthetics and periodontology. The MAP System (Micro Apical Place-ment) for example is a unique method for effectively placing root canal repair materials, either by orthograde obturation for the treatment of perforations, root end fillings and pulp-capping using curved or MFI memory shape needles, or by retrograde obturation after apical resection using specially designed, triple-angled needles (left and right angled) and/or hooked needles.

The company’s easy-to-mix and fast setting PD MTA White, supplied in packets containing four sachets of 140 mg, is the most reliable repair solution for obturations with the MAP System. Owing to the perfect combination of the MAP System and PD MTA White, the placement of repair material has never been as easy and cost efficient, the company said. Solutions for endodontists also include the Opacal calcium hydroxide paste, desobturator eugenates, resin removers and disposable plastic pipettes, among other products.

Produits Dentaires’ glass fibre posts with composite Fibra-post feature an improved composition (Urethane Dimethacrylate-based resin matrix, bio-Phenol A free) with pre-activation, higher radiopacity, optimised adhesion to sealing composite and improved mechanical resistance and flexural strength. The Prophyrules Cup & Fire, as well as their traditional Rubber cups offer both dental hygienists and dentists the best selection of polishing cups for both regular cleaning and heavy duty stain removal. Together with the company’s refillable dental sticks, flow and cotton pellets, professionals will find everything they need under one roof.

PD provides information and support worldwide through its worldwide network of distributors and speakers, with whom the company also regularly organises workshops and conferences. The company constantly invests in the development of new products which are based on the latest knowledge. As a Swiss manufacturer, they always strive to present innovations to dentists which meet their high quality standards and improve their daily work. In addition, existing products are continuously evaluated and improved further. The company works closely with a national and international expert team of dentists, dental hygienists and other specialists from the medical field. In addition, several research projects are running in close cooperation with universities and colleges in Switzerland and worldwide.

AD

Swiss quality dental products

Promising oral care tech on display at IDS

Launched last year, BioMin’s bioactive glass materials were developed by a research team led by Prof. Robert Hill at Queen Mary University of London in the UK. BioMin is sharing a stand at IDS with Cera Dynamics, the manufacturer of the bioactive glass. The new BioMin toothpastes in-gredient, which restores the lost mineral from tooth enamel, helps prevent caries and treats sensitivity, is being shown in Hall 11.03 at Booth E035.

Visitors are invited to pick up a free sample at the booth and enter into a competition. “We are extremely excited about BioMin’s prospects, having started to sell in the UK and across a number of other countries,” BioMin CEO Richard Whatley said. “We are now putting licensing agreements in place in India, China, the US and Australia, and we are seeing interest from dental professionals, manufacturers and distributors from around the world. There are still many opportunities out there and I look forward to discussing these with visitors to our stand at IDS.”

“I will be joined in Cologne by our German distributor Dent-O-Care, and we will be able to talk to visitors and make presentations in English, German and French,” he added.

At the stand, dentists and hygienists can learn more about the properties and benefits of the BioMin® and BioMinC® toothpastes. Furthermore, manufacturers of dental restorative materials looking to better understand BioMin’s involvement in the smart repair of caries through prolonging the life of composite fillings and reducing the need for mercury-based amalgams can have their questions addressed. Whatley will be at IDS throughout the show to engage visitors in English, German and French.

BioMin is seeking distributors or licence holders to take the product to new corners of the globe. For more information or to book an appointment, please visit www.biomin.co.uk.
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The future is zirconia

Zirconia has been recognised by TAV Dental as a superior material for its dental products for a variety of reasons. It is a highly aesthetic material, closely matching the colour of the natural dentition while possessing a life-like translucency, and its anti-allergenic and tissue-friendly properties ensure an excellent level of biocompatibility and osseointegration. TAV Dental’s zirconia range is unparalleled in its diversity, with standard-platform (SP) and narrow-platform (NP) options available for almost every product.

TAV Dental’s zirconia dental implant represents the apex of implant technology. Available in either a one- or two-piece design with a height of 8, 10 or 12 mm, this implant comes in a natural ivory colour with a rough surface to permit greater tissue adhesion. Combining a remarkable level of strength and stability with lower rates of plaque retention, the zirconia dental implant sets the industry standard for metal-free restorations.

Its ability to cater to any customer’s needs

TAV Dental’s zirconia implant sets the industry standard for metal-free restorations. Immediate product availability and fast shipment. TAV Dental places great emphasis on establishing reliable and trustworthy partnerships with its customers.

The company would like to invite dealers and distributors to the 2017 International Dental Show to be held in Cologne in Germany, from 21 to 25 March. It will be located at Booth G038 in Hall 4.2, and the company’s representatives are keenly looking forward to discussing its wide range of products with dental dealers and distributors.

AD

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IDS 2017

Hall 4.2

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   Elimination of steam in the tank and residual moisture on instruments.

Maximum performance with minimum time and minimum space

Tethys H10 Plus is an innovative device that complies with EN ISO 15883-1/2 standards and carries out the stages of decontamination, washing, thermal disinfection and drying as a single, automatic process. A single cycle that eliminates any risk to the operator and guarantees disinfected, perfectly dry instruments.

IDS 21st-25th March 2017 - Hall 11.2 Stand S029

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We understood that, first and foremost, colour recognition and speed were crucial for dental models at lower unit prices. The smooth implementation of processes is secured by the highly skilled technical support offered by Dreve Dentamid. Furthermore, the open system provides maximum flexibility in selecting intra-oral scanners and the corresponding software. The entire process is carried out in the company's factory in Unna in Germany, allowing the models to be sent out within 48 hours. In addition, Dreve has introduced a whole new system for impression-taking: Dynax. Owing to more accurate and user-friendly impression silicones, the entire process now takes less than 3 minutes, according to the company. High hydrophilicity ensures outstanding sharpness of detail, while its intensive snap effect allows a long working time, but a short curing time.

Danish provider of digital radiographic and 3D imaging technology for dental clinics 3DISC has announced the upcoming launch of its intra-oral scanner Heron IOS, which will be available for the first time at the 37th International Dental Show 2017 in Cologne in Germany (Hall 2.1, Booth B070–C071). Featuring small, lightweight hand- and mouthpieces, the scanner itself is intuitive and extremely easy to use with its lightweight and compact design and a rotating tip that provides the best angle for scanning, according to the company. Heron IOS facilitates automation in the practice's workflow, as well as great communication options both between the dentist and the laboratory and between the dentist and the patient. “There is a high-end segment in the industry for fully featured, advanced products and technology, where you naturally pay for innovation, as well as for the premium brands—the Ferraris of intra-oral scanners,” said Thomas Weldingh, Executive Vice President of Sales and Marketing. “However, we recognised that dentists and clinics primarily perform the most common restorations and a limited number of impressions per year have different needs. With them in mind, we have created a scanner that covers all common features and restorations. Heron IOS takes up its own spot in the middle segment of the market as the sensible and smart choice—the ‘Volkswagen’ of scanners.” Heron IOS will be available later this year, with shipments expected to commence in the fourth quarter.

Visitors to the Müller-Omicron stand at IDS can look forward to plenty of innovations in silicones, disinfectants and light-curing resins. The company’s portfolio of disinfectants has been completely revamped and now includes a new virucidal putty line for a wide range of applications. The light-curing modelling resin LModel gel is a new addition to Müller’s product portfolio and enhances convenience for dental technicians at their workplace. According to the company, it can be used for a wide range of applications.

Highest industrial standard at the push of a button

Print2Dreve from Dreve Dentamid (Booth T030–U031, Hall 10.2) is currently the only German-made service offering for additively manufactured dental models. High-performance printers allow for superior industrial standards with regard to precision, quantities per building platform, material selection and flexibility in the fabrication process already today. New additions to the Print2Dreve product portfolio are transparent occlusal and bruxism splints that are clear, unbeatable and extremely precise. Owing to the refinement of the entire workflow, which includes cleaning and final curing of the models, and the ongoing efforts by the company’s research and development department towards innovations and further improvements, Print2Dreve persistently provides the detail and precision that is crucial for dental models at lower unit prices. The smooth implementation of processes is secured by the highly skilled technical support offered by Dreve Dentamid. Furthermore, the open system provides maximum flexibility in selecting intra-oral scanners and the corresponding software. The entire process is carried out in the company’s factory in Unna in Germany, allowing the models to be sent out within 48 hours. In addition, Dreve has introduced a whole new system for impression-taking: Dynax. Owing to more accurate and user-friendly impression silicones, the entire process now takes less than 3 minutes, according to the company. High hydrophilicity ensures outstanding sharpness of detail, while its intensive snap effect allows a long working time, but a short curing time.

3DISC challenges market with new affordable and easy-to-use scanner

3D have been considerably improved. Furthermore, the product group has been strategically extended with Aquim 3D PUTTY STANDARD for a wider range of applications.

Wave of innovations from Müller-Omicron

While this is just the first step towards 3D printing technology, there are many more to follow,” commented Jens Günther, Marketing Manager at Müller-Omicron.

Visitors can look forward to professional consultation, live demonstrations and samples at the Müller-Omicron booth (Hall 4.2, J090–K099).
The CAO Group, Inc. (CAO) is a leading global technology and manufacturing company in Dental, Medical, Public Safety, and LED Lighting fields. Founded by Densen Cao, PhD in 2000, CAO has grown organically with innovation, high-quality manufacturing, and superior customer service. CAO currently resides in a 60,000 square ft FDA registered and ISO13485/9001 certified facility in West Jordan, UT for manufacturing, logistics, R&D, and marketing/sales activities. CAO also has joint venture facilities in China to support its large scale manufacturing.

CAO has created many innovative technologies and products in a variety of fields to serve its customers worldwide. All of the products offered by CAO are from CAO’s own innovation. Easier, Faster, Better™ is CAO’s commitment to provide product and service to its customers.

Visit us in Hall 2 - Booth #G-051

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Once the International Dental Show closes each day at 18:00, there is plenty to do in the evenings, as Cologne is a city of culture with a myriad of activities and sights.

Culinary pleasures

The city has a restaurant for every taste. Lovers of haute cuisine, for example, would not want to miss the two-Michelin-star-awarded restaurant Le Moussonier at Kreßdolder Straße 25, which serves excellent internationally influenced French cuisine. For those of you who prefer Mediterranean, Greek restaurant Plosari at Sülzgurtel 94 is mentioned for the numerous traditional restaurants, including the Behrbaun en de’s Salzgans at Salzgasse 5-7, which serves a Kölute menu and specialty Kölisch beer. Frequentend by locals and tourists alike is also the Weinhäus Vogel at Eigelstein 74, where guests can enjoy excellent regional food and experience life in the city.

Cologne in the day and at night

A review of Cologne’s culinary offerings would not be complete without mentioning the numerous traditional restaurants, including the Behrbaun en de’s Salzgans at Salzgasse 5-7, which serves a Kölute menu and specialty Kölisch beer. Frequentend by locals and tourists alike is also the Weinhäus Vogel at Eigelstein 74, where guests can enjoy excellent regional food and experience life in the city.

In 2017, Germany is celebrating the 150th anniversary of Käthe Kollwitz, one of the country’s most famous graphic artists and painters. During the whole week of IDS, the Käthe Kollwitz Museum at Neumarkt 18-24 is showcasing several of her works in a special exhibition.

Multifaceted theatre

IDS visitors will find more cultural offerings in Cologne’s theatres. For lovers of the classics, for example, the Metropole Theater at Ferdinandstraße 33 will be presenting William Shakespeare’s Twelfth Night, or What You Will on 23 March. On Friday, the Theater der Kölner at Klinikstraße 6 brings Frederich Dürrenmatt’s crime novella The Pledge to life on stage.

For those who prefer something lighter, comedian Hans-Joachim Heist through his persona Gernot Hassknecht will give his unique take on current politics at the COMEDIA. Even more about the history of the 1,000-year city.

What You Will

The Experience Life on Stage.

There are many concerts taking place during the week of IDS. For example, trumpeter Till Breinner is performing his new album The Good Life at the Cologne Philharmonic Hall at Buschfeldgartenstrasse 1. Also being held during the week is the annual Fest for Alte Musik, this year titled “Greatest Hits”, which showcases music that has been played for centuries. At the Trinity church at Filzengraben 6, visitors can experience the Lutheran cantatas by Johann Sebastian Bach. The highlight of the festival, however, will be The Magic Flute by Wolfgang Amadeus Mozart, performed at the Ballini halls Ehrenfeldgurt 88-92. The role of Papageno will be played by Gudiko Horn, who quickly rose to interna-
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Koelnmesse
Exhibition opening hours
- Daily from 9:00 to 18:00

Admission online
- 1-day ticket: € 13.00
- 2-day ticket: € 17.00
- Season ticket: € 21.00

Admission on site
- 1-day ticket: € 17.00
- 2-day ticket: € 21.50
- Season ticket: € 27.00
- 1-day ticket for students/special ticket for children accompanied by adults: € 8.50

IDS app
With an offline search, interactive hall plan, personal checklist and other interesting information regarding IDS 2017, the IDS app allows visitors to plan their trip at any time and from anywhere, according to Koelnmesse. Other services include a product database, information about the fairground, as well as integrated access to Business Matchmaking 365, a service that aims to bring visitors and exhibitors together even before the show. The app is free and can be downloaded from the iTunes Store and Google Play.

Press and media
Free copies of the today international daily show newspaper will be distributed on site and provide visitors with the latest from IDS 2017, new products and things to do in Cologne. Daily news updates, photographs and videos in English will also be available online at www.dental-tribune.com.

Passport and Visa
Owing to the Schengen regulations, nationals from a country of the European Union do not require a visa to enter the Federal Republic of Germany. All other foreigners require a visa for stays in the country. A visa is not required for semi-annual visits of up to 90 days for nationals of those countries for which the European Union has abolished the visa requirement. A current list is available on the website of the Federal Foreign Office at www.auswaertiges-amt.de/EN.

How to get to Cologne
Cologne/Bonn airport is served by most European and international airlines. With more than eleven million passengers per year, it currently ranks number six in a nationwide comparison of passenger statistics. As official aeroport of IDS 2017, the Lufthansa Group is offering visitors reduced rates for flights from over 250 cities in around 100 countries to the airports in Cologne, Düsseldorf and Frankfurt/Main. In order to make use of the discount, visitors must visit www.lufthansa.com/meetingsandevents and enter the code “DEZZERD”. Visitors planning to travel by train can take advantage of the discounted fares offered by Deutsche Bahn (english.idc.cologne.de/idc/travel-and-accommodation/arriving/), the exchange rate is about € 0.94 to the US dollar (as at 10 February 2017). Credit card usage is still low compared with other European countries and limited to larger department stores, hotels, restaurants and petrol stations. Maestro Cards, however, are accepted almost everywhere, with a few exceptions, like newspaper stands, bakeries and fast-food restaurants, which only accept cash. Banks are open from 8:30 to 16:30 on weekdays.

Medical insurance
Although the German health-care system has declined slightly recently, the country still has a high standard of medical care. Emergency treatment, however, can be costly and therefore travel health insurance, which is offered by most insurance companies, is highly recommended.

Links
- www.germany.travel/en
- www.lonelyplanet.com/germany
- www.cologne-tourism.com
- www.cologne-tours.com

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