Final countdown to International Dental Show has started

Biennial Cologne event to present global state-of-the-art in dentistry once again.

By Dental Tribune International

In preparation for IDS 2019, today met with Gerald Böse to speak about the event. The Koelnmesse CEO highlighted that visitors can look forward to an exciting week. © Koelnmesse

In accordance with this high interest, the number of exhibitors is increasing on a global scale. Industries across the globe alike—is represented at the International Dental Show (IDS) in Cologne in Germany. The organisers are anticipating that visitor and exhibitor demand, a decision was made to expand the exhibition space into Hall 5, bringing visitor car park.

According to international market research, the global market for restorative dentistry products is experiencing persistent growth. With over 155,000 trade visitors from 157 countries attending, 2017 was once again a record year for IDS. 

IDS 2019 will be showcasing the most up-to-date products and services currently available on the dental market.

© violetkaipa/shutterstock.com

Digitalisation will remain the dominant topic in the dental industry in 2019. © Kaspars Grinvalds/shutterstock.com

At this year’s IDS, one of the focal themes—which is affecting all industries across the globe alike—is digitalisation.

"IDS is the Davos of the dental industry," said Koelnmesse CEO Gerald Böse, likening the Cologne event to the unassuming Swiss alpine town that boasts mega financial clout through its hosting of the annual World Economic Forum. For Böse, the level of internationalism at the heart of IDS and the quality and depth of its industry coverage make it an obvious leader in worldwide dental events. But this status now comes with the challenge of accurately representing the digitalisation of dental practice at the exhibition.

This challenge is not without its pitfalls, commented Dr Peter Engel, president of Germany’s federal association of dentists (Bundeszahnärztekammer). "IDS will be as it already was in 2017—characterised by digitalisation, this time with an even stronger emphasis," he explained. Engel told press representatives that the advancement of digitalisation cannot be stopped and digitalisation in dentistry must also be critically evaluated. Engel mused: "Which new digital technologies are actually having a positive impact for dentists? What is a ‘must have’, and what could be better described as a ‘nice to have’?"

IDS 2019 will be able to repeat the excellent result of the previous event in terms of the number of visitors too. Two years ago, 150,000 trade visitors from 157 countries attended.

In accordance with this high visitor and exhibitor demand, a decision was made to expand the exhibition space into Hall 5, bringing the show size to around 170,000 m² in total. Besides a large food court, Hall 5 will house, among others, some of the stands held by larger companies in the field of consumer prophylaxis. Hall 5 is centrally located at the Koelnmesse grounds and its integration into IDS means that the entry boulevard can be utilised to reach nearby parking facilities, the bus station and the new visitor car park.

Besides these arrangements, at the official trade press conference for IDS, which was held on 23 January in Bonn in Germany, speakers and special guests discussed and presented the market developments and industry trends that will shape the forthcoming edition of the show.

As the most important international business platform of the global dental industry, IDS offers companies and experts from all over the world unrivalled opportunities. The demand for cutting-edge dental technology is increasing on a global basis, making it all the more important for dentists, dental clinics, dental laboratories and dental technicians to remain up to date on treatment possibilities and important trends and applications.

"Which new digital technologies are actually having a positive impact for dentists? What is a ‘must have’, and what could be better described as a ‘nice to have’?"

From 12 to 16 March, the world’s largest trade fair for dentistry and dental technology will be held for the 38th time. The entire dental industry, including all international market leaders, will again be represented at the International Dental Show (IDS) in Cologne in Germany. The organisers have announced the participation of around 2,300 companies from over 60 countries, well over 70 per cent of which come from abroad, indicating the growing level of internationality at IDS. The most represented countries among the exhibitors will be China, France, Italy, the Republic of Korea, Switzerland, the UK and the US.

Not only is the number of exhibitors larger this year, but owing to the high number of registrations, the organisers are anticipating that IDS 2019 will be able to repeat the excellent result of the previous event in terms of the number of visitors too. Two years ago, 150,000 trade visitors from 157 countries attended.

In accordance with this high visitor and exhibitor demand, a decision was made to expand the exhibition space into Hall 5, bringing the show size to around 170,000 m² in total. Besides a large food court, Hall 5 will house, among others, some of the stands held by larger companies in the field of consumer prophylaxis. Hall 5 is centrally located at the Koelnmesse grounds and its integration into IDS means that the entry boulevard can be utilised to reach nearby parking facilities, the bus station and the new visitor car park.

Besides these arrangements, at the official trade press conference for IDS, which was held on 23 January in Bonn in Germany, speakers and special guests discussed and presented the market developments and industry trends that will shape the forthcoming edition of the show.

As the most important international business platform of the global dental industry, IDS offers companies and experts from all over the world unrivalled opportunities. The demand for cutting-edge dental technology is increasing on a global basis, making it all the more important for dentists, dental clinics, dental laboratories and dental technicians to remain up to date on treatment possibilities and important trends and applications.

"Which new digital technologies are actually having a positive impact for dentists? What is a ‘must have’, and what could be better described as a ‘nice to have’?"

From 12 to 16 March, the world’s largest trade fair for dentistry and dental technology will be held for the 38th time. The entire dental industry, including all international market leaders, will again be represented at the International Dental Show (IDS) in Cologne in Germany. The organisers have announced the participation of around 2,300 companies from over 60 countries, well over 70 per cent of which come from abroad, indicating the growing level of internationality at IDS. The most represented countries among the exhibitors will be China, France, Italy, the Republic of Korea, Switzerland, the UK and the US.
Z1® Implant
Giving you confidence in implantology.

Join us
Hall 4.1
Booth A58

Proven Technology
✓ 98.6%* success rate
✓ Pure Titanium and Y-TZP Zirconia
✓ Suitable for all prosthetic solutions

Proven clinical outcomes for patient safety
✓ Anti-bacterial shield
✓ Ideal in fresh extraction sockets
✓ Immediate aesthetic result

Proven economics for a profitable implant practice
✓ Reduced chairtime
✓ Practice development
✓ Patient satisfaction

Proven surgical protocols for a simplified workflow
✓ Only 1 surgery
✓ No healing abutment
✓ Visibility of the connection

*A-Z1 Implants are medical devices of class IIb manufactured by SUDIMPLANT SAS. Information collected from the data of the Smiletranquility® Program based on 15.534 patients with Z1 implants from 01/2014 to 01/2016.

Find us online
www.tbr.dental
MORE INVENTIVE LESS INVASIVE

IT'S TIME FOR

Hall 10.2
Booth M060 - N069

ACTEON
MINIMALLY INVASIVE SOLUTIONS

IDS 2019
Engel commented that, for him, it remains of the utmost importance to approach the topic of digitisation with careful consideration of its impact on the ethical principles of dental practice. “One can easily gain the impression that new technologies are, by default, capable of replacingestablished ones,” he said. Engel then pointed out the example of the essential doctor-patient relationship, which, he concluded, is unlikely to be replaced by digital technologies anytime soon.

While fully embracing the new advancements in dentistry, the event organisers made it clear that the subtleties of dental practice will not be forgotten on the show floor at IDS 2019. Summing up the discussion, Mark Stephen Pace, Chairman of the Board of the Association of the German Dental Industry, commented that “trade fairs bring people together. IDS is, as the worldwide leader in dental exhibitions, always a nose ahead.” Visitors to the show can also expect a focus on 3-D printing, which Pace called a “game changer that could make dentistry competitive once again.”

The market for 3-D printed products in dentistry is predicted to grow by between 13 and 23 per cent annually and reach a size of US$25.7 billion (€22.5 billion) by 2030, according to a recent Koelnmesse analysis. This development is expected to occur in two phases. The first, which revolves around the reinvention of existing products, will last until around 2020, at which point innovative materials and optimised printing methods will allow the dental industry to take on a pioneering role.

Visitors and exhibitors can already download the official IDS app and begin to explore the halls before arriving in Cologne. The app, which can be downloaded free from the App Store and Google Play, offers users an interactive view of the exhibition areas and a number of tools designed to help visitors make the most of their days at the event. With the app, users can calculate fast routes between booths and halls and utilise the messaging function to contact exhibitors before and during show hours. Dental professionals can still easily register in advance for IDS on the IDS website. In addition to an e-ticket, trade visitors will receive a transport ticket for buses and trains that are part of the Rhein-Ruhr transport network, allowing them to choose from attractive overnight accommodation in the outskirts of Cologne and throughout the entire Rhein-Ruhr metropolitan region and travel to IDS using public transport free of charge.

Over the past 80 years, the Association of the German Dental Industry through its Gesellschaft zur Förderung der Dental-Industrie, in partnership with Koelnmesse, has organised IDS, guiding its development as an indispensable marketing tool for the international dental industry. As in previous years, the opening day of the fair (12 March) will be Dealers’ Day, giving exhibitors specialising in dental trade, import and distribution a platform for intensive sales negotiations. Overall, IDS will again be an essential event for those seeking to ensure direct sales and to establish direct, effective and dependable customer contact. The event provides opportunity for new business achievements and to accurately estimate market probability within the shortest time.

For more information, please visit www.ids-cologne.de.

20 years of today at IDS

Most trusted source for news and views from the event and beyond is celebrating its 20th anniversary at the world’s largest dental show.

By Dental Tribune International

exclusive interviews. Free hard copies of today will be made available to IDS visitors every day and can also be accessed 24/7 online. Additionally, over the course of the event, daily newsletters featuring the newspaper will be sent to over 200,000 recipients worldwide.

Speaking about the publication at IDS, DTI CEO Torsten Omus said he believes the paper has become so trusted because of the publisher’s years of experience in producing...
Discover GC again – at IDS:
Hall 11.2, N 010–O 019

GC is deeply committed to excellent quality products. Staying true to this commitment, GC 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.

Smile for the World – since 1921 towards a Century of Health.
IDS 2019 is expected to be even bigger and more international than the previous event in 2017. As the dental world prepares to travel to the city of Cologne for the 12–16 March event, Gerald Böse, CEO of Koelnmesse, says new developments will provide an even better trade fair experience.

The year 2017 was a record-breaker for Koelnmesse. With more than 43,000 exhibitors and over 2.1 million visitors hosted at the company’s trade fairs worldwide, what role did IDS play in this success?

Yes, that’s right, regarding trade fairs, 2017 was a totally successful year, in which we not only reached our ambitious growth targets, but actually even surpassed them. In 2017, we ultimately recorded a turnover of €357.9 million, hosted 43,000 exhibiting companies from 119 countries, and received over 2.1 million visitors from 218 countries at our 82 trade fairs and exhibitions. As the industry’s leading international dentistry trade fair, IDS plays a very important role in our trade fair portfolio.

With an increase of 12 per cent on 2015, IDS 2017 received more than 155,000 trade visitors. What are you expecting in terms of visitors for the approaching 38th edition of the show?

The developments seen over the last several years and the responses from our visitor surveys indicate that we can expect a high increase in the number of visitors once again in 2019. We are optimistic that we will once again be able to top the result of over 155,000 international trade visitors in 2019.

Have there been any changes to the halls, facilities or services that you’d like to share with our readers?

With the integration of Hall 5, IDS has significantly expanded its floor space again. The event will now span a total exhibition space of over 170,000 m². The integration of Hall 5 creates the necessary capacity for the high exhibitor and visitor demand. Here, among others, several large suppliers of consumer prophylaxis products will be exhibiting. Hall 5 fits in well with the natural flow of the trade fair and is perfectly connected to the boulevard entrance between Hall 5 and 10. The boulevard entrance will be in use, as will the south, east and west entrances. In addition, the integration of Hall 5 will further enhance the overall quality of stay for visitors to IDS: a food court can be found in Hall 5.1, while the wide aisles and light-filled passages will provide even better navigation and layout. Furthermore, the smooth, visitor-friendly access guarantees a more even distribution of visitors across all of the exhibition halls.

IDS 2019 is offering a further service that facilitates travel to IDS for trade visitors and, what’s more, makes it less expensive for them. For the coming event, the IDS e-ticket includes a free transport ticket that allows holders to use public transport in the region of Cologne—for the very first time, holders can also travel throughout the entire Rhein-Ruhr metropolitan region. That means that trade visitors travelling from the metropolitan area of Düsseldorf, Duisburg, Essen, Gelsenkirchen, Mülheim and Dortmund who have booked accommodation there or who are flying into Düsseldorf can travel to the trade fair in Cologne using regional express trains and other local transport options free of charge.

Visitors will appreciate that. Koelnmesse recently reported a significant increase in international IDS exhibitor numbers. What can you tell us about this trend?

Over the expanded exhibition space, we are again expecting around 2,300 exhibitors from more than 60 countries, who will again be presenting the current trends of the dental industry. Of these, over 300 companies, all of which satisfy the demanding IDS participation criteria, will be taking part in the Cologne event for the first time. We—the VDDI/GFDI, the organiser of IDS, and Koelnmesse—place great value on the careful and healthy growth of IDS. The quality of the exhibitors and visitors, as well as the amount and topicality of innovations on display, make IDS the most comprehensive showcase and the liveliest and most significant marketplace of the dental world.

IDS 2017 had a focus on digital production and diagnosis methods. Will we see another strong digital focus this year, and what other aspects of dentistry do you expect to come to the fore?

Improved digital workflows and additive manufacturing are at the core of international development being seen in dentistry. Digitalisation is advancing at a dynamic pace. As such, innovation cycles are becoming increasingly shorter. The innovative power of the industry becomes particularly clear here, and digitalisation is extending across all segments of the dental world.

In relation to the current trade fair market environment, what can IDS exhibitors expect, in terms of buyers and decision makers walking the halls?

Over 155,000 visitors from 157 countries, with 60 per cent of visitors from abroad—the figures from the last event clearly demonstrate where the strengths and X-Values [key performance indicators] of IDS lie: in the quality of the participants, on both the visitor and exhibitor front. IDS in Cologne is the global industry platform; this is where the dental world meets up. This status is synonymous with an exceptionally strong presence of international decision makers.

What are the long-term prospects of IDS, and what is necessary to keep building on a successful event?

The development and success of IDS over the past several years permits us to look positively ahead to the future. However, nobody can afford to stand still in our industry. That is why shortly after IDS 2019 we will get together with the GFDI, the commercial enterprise of the VDDI, the organiser of IDS, and jointly work out how we have to align ourselves in order to ensure that we can continue this success on a sustainable basis.

Lastly, IDS 2017 saw Cologne called the five-day global capital of dentistry. With the dental world now about to arrive in the city, how would you describe what the host city has to offer?

Even though business is the focus at IDS, visitors and exhibitors will no doubt explore and enjoy the cathedral city. The heart of the metropolis, with over a million inhabitants, lies in close vicinity to the fairgrounds, separated only by the Rhine—the lifeline of the people from Cologne—with its liberal, friendly and cosmopolitan citizens. In addition to the cultural sights, which span the city’s long history of Roman settlement all the way to the present day, the Cologne lifestyle can best be experienced in the many restaurants, breweries and pubs. We and the whole of Cologne are looking forward to IDS.

* Gerald Böse, CEO of Koelnmesse.
Small Scanner
Great Impressions

Heron™ IOS
A compact intraoral color scanner weighing only 150 grams, providing unsurpassed ergonomics. Enjoy the simplicity in daily use, in collaboration with the dental lab, and in pricing and procurement. A onetime affordable payment - with no additional license fees or costs per scan.

Meet us at
IDS 2019
Cologne, Hall 2.1
Booth B010 + C019
New treatment modalities, new forms of teamwork, new business models—when it comes to 3-D printing, dentistry is one of the pioneers. According to a recent analysis, the global market for 3-D printing products will grow by an annual average of between 13 and 23 per cent to reach a total volume of €22.6 billion by 2030. Regarding medical technology in particular, the volume will grow to €5.59 billion by 2030. According to experts, this development will occur in two phases: until 2020, there will be a prevailing focus on the reinvention of already existing products; after that, the focus will turn to the development of innovative materials and optimised printing processes. The printing of frames through laser-assisted processes is already established, whereas new dental frames made of plastic materials are being developed. According to market analysts, however, the possibilities regarding orthodontic appliances, prostheses, crowns, bridges, aligners and models are most promising.

In terms of prophylaxis, an individualised 3-D printed dental floss holder is considered to be among the most advanced developments. When it comes to communication, real-time images have already proven themselves. In this context, a digitally modelled smile of a patient serves as the basis for a 3-D printed silicone model. Furthermore, a robot has already successfully implanted two 3-D printed teeth into a patient. Apart from that, in order to reconstruct the original form of a patient’s jaw after oral tumour removal, it is already possible to scan the defect and manufacture a template by means of 3-D printing. This template then guides the extraction of a bone block from a different area of the body (for instance, the fibula), which is subsequently transplanted into the oral cavity.

Today, there are a wide range of different processes. These include stereolithography, which is ideal for manufacturing surgical guides owing to its precision down to the lower double-digit micrometre range. There is also the digital light processing technique, which is characterised by its high speed: owing to a one-time exposure instead of a moving laser beam, each layer of the object polymerises almost instantly. Apart from that, the Polyjet process, which closely resembles the functionalities of an office printer, can achieve extremely high precision. Within the context of both plastic and metal printing, there is the selective laser melting technique, the selective laser sintering technique and LaserCUSING. At IDS 2019, the entire spectrum of these processes will be on display with a view to their already existing clinical applications. In this regard, the exhibitors will be happy to elaborate on the properties of printable materials, software solutions and services, which are tailored to the needs of dental practices and laboratories.

“Within the field of 3-D printing technologies, many great things have already been achieved that were not yet foreseeable to their full extent some years ago. It is now clear that 3-D printing is going to significantly change digital workflows in the long run,” said Mark Stephen Pace, Chairman of the Board of the Association of the German Dental Industry, ahead of IDS 2019. “Constant developments in the field result in new clinical, technological and economic possibilities, which in turn lead to innovative business models. There is no better place than IDS 2019 to comprehensively experience the resultant possibilities for one’s own dental practice or laboratory.”

**MECTRON PROPHYLAXIS — HIGHER PERFORMANCE FOR BRIGHT RESULTS**

For your free powder sample please come to our booth!
HALL 10.2, BOOTH O40/P41
Focus on long-term outcomes of periodontal therapy

As the top event for the dental industry globally, IDS will present the entire range of products available on the market worldwide, with a focus on periodontology. As such, the upcoming IDS will offer an overview of both established and new methods in periodontics prevention and therapy, specifically emphasising follow-up care through biotid and recall management as integral to long-term success.

“The coming IDS offers attractive innovations in many areas, from the diagnostic process to the supporting periodontal therapy, through to periodontal surgery,” emphasized Mark Stephen Pace, Chairman of the Board of the Association of the German Dental Industry. With the growing need for care, there are increasingly more effective options for the prevention and treatment of periodontitis, he said. “At the International Dental Show in Cologne this progress can be expected close up. With tangible product innovations and direct contact with the respective manufacturers, IDS offers all visitors real added value.”

IDS will showcase the entire range of periodontal treatment products, including manual tools, ultrasonic and powder jet systems, periodontal probes and pressure-calibrated alternatives, software solutions and adjuvant therapies. The last include laser-controlled methods, immune modulation and the application of antimicrobial substances. Beyond the minimally invasive methods, surgical options, such as lobe operation and soft-tissue grafts, will also be covered. In addition, visitors will be able to learn more about bacteria, DNA tests and modifications, such as leukocyte telomere length attribution, as well as assessment methods for genetic periododontis and tissue destruction processes for accurate treatment planning. Because regular follow-up care is key to success in periodontal treatment, particular attention will be given to recall and supportive periodontal therapy and monitoring.

Digital endodontics: IDS to showcase wealth of possibilities

The success of endodontic therapy depends on many factors, including the detection of all root canals, their hermetic seal and the nature of subsequent core dental. How the latest innovations for the individual treatment steps can be optimally put to use will be shown at the 2019 IDS in Cologne.

Today, the success rates of endodontic treatments over a period of ten years are typically more than 90 per cent. In order to optimise treatment outcomes even further, dental practitioners seek to use and benefit from the best technologies on the market. Digitally supported endodontics has given rise to new possibilities, having already replaced analogue radiographs with digital 2D radiographies. For several years, practitioners have had access to endodontic motors that can be controlled from a tablet, offering advantages in documentation and patient communication, for example.

Now, development is moving in the direction of virtually pre-planned root canal therapy and guided endodontics (similar to implantation guided by a surgical template).

Despite the digitalisation process, many proven products and processes will, of course, retain their importance. Therefore, they are being progressively developed and improved. Partially heat-treated files, for example, are even more flexible, which is an advantage in anatomically complex cases. Furthermore, the use of lasers could potentially make the disinfection of prepared root canals even safer in the future, such as PIPS (photo-induced photoacoustic stream) or SWEEPS (shock wave enhanced emission photoacoustic stream). During obturation, motor-driven extruders can simplify the dental procedure by combining all the necessary functionalities: the introduction of gutta-percha, the filing of the canals and, if necessary, the creation of space for a root post.

With the support of software and 3D radiographies, planning for procedures is continuously becoming easier. This boosts the safety of treatment and improves long-term outcomes. On the monitor, the dentist can now visualise the root canals from top to bottom. The software proposes files of the right size, matching gutta-percha points and much more. This technology also offers the possibility to virtually simulate the treatment in advance. There is also the possibility of a division of labour, with the planning done by the specialist and the treatment implemented by the principal dentist. The next area of advancement is digital endodontics, which will, for example, provide a template for introducing the glide path file into the canal at the optimal angle.
There are stable long-term trends and fast-paced ones when it comes to digital dental technologies, and dental technicians who combine these two profit the most. A visit to IDS 2019 will definitely help to gain a comprehensive overview and make unerring decisions with an eye to the future. A number of innovations in the area of digital technologies have made the processing of specific materials possible or economically attractive. Today, it is possible to manufacture crown and bridge frameworks that are made from zirconia, lithium disilicate, hybrid ceramics, high-performance plastics, and alloys that either contain gold or are free of precious metals.

In terms of manufacturing choices, dental laboratories have become very flexible: they can decide whether to produce in-house or outsource tasks to laboratory partners or external industrial services. Today, even custom abutments can be manufactured in-house or ordered from an external manufacturer or supplier. Regarding fixed dentures, CAD/CAM systems have become well established in the past several years, and new possibilities in CAM of removable dentures are constantly being created. For instance, complete, duplicate and immediate prostheses can be manufactured in the dental laboratory by means of computeraided procedures, allowing the dentist to continue performing the work tasks with which he or she is most familiar.

Just like prosthetics, orthodontics is considered to be a relative newcomer to the digital playground, compared with other dental fields. These days, dental laboratories contribute to dental treatments by providing virtual setups. In doing so, bracket positions can be set, for instance. Subsequently, the dental technician fabricates the respective appliance and creates the transfer tray by means of a 3-D printer. This procedure brings a wide variety of creative possibilities to the dental laboratory: occlusal splints, surgical guides, custom trays, orthodontic appliances, or provisional crowns and bridges—virtually everything can be manufactured using 3-D printing technologies. If in accordance with the guidelines for Class IIa medical devices, the respective appliance can be used for printed short- and long-term provisional. Furthermore, printed alloys, such as cobalt–chromium, give access to new applications, such as digital model casting processes.

At-home tooth straightening boom raises concerns

To the unaware consumer, it almost sounds too good to be true: straighter teeth without a single dentist appointment through a method that is also quicker and more affordable than conventional orthodontic treatment.

Just recently, the US-based start-up SmileDirectClub, in which clear aligner maker Align Technology owns a 19 per cent stake, raised US$380 million in a new funding round, valuing the company at US$3.2 billion. Competitors with similar business models can be found all around the world, such as EZ Smile (Australia), Your Smile Direct (Ireland) and Easy Smile (Hong Kong). All these companies follow a similar process: a potential patient fills out an online questionnaire to assess whether he or she is an eligible candidate for at-home treatment. Depending on the result, the customer can buy an impression kit, take the impressions at home and send them to a laboratory, which will then create a set of plastic aligners.

By eliminating the in-person visit to an orthodontist, remote tooth straightening services can be offered at a cost that is up to 60 per cent cheaper than care provided via an orthodontist using a clear aligner system.

Despite the advantages of at-home treatment, dental professionals are worried about this trend. In an interview with the Sydney Morning Herald, Vice President of the Australian Society of Orthodontists Dr Howard Holmes said: “If there are gum issues, gum disease or broken fillings, they won’t be detected, and when you start moving teeth, those problems can become worse. Even if the immediate results seem good, the teeth and bite may not be in a stable position and move back, and there could also be muscular and jaw problems.”

Despite the possibility that failed at-home aligners may result in even more costly remedial treatment, EZ Smile founder Ed Ambrosius believes that dentists are inacremogering: “We are simply doing the most exercises, complete, duplicate and immediate prostheses can be set, for instance. Given the guidelines for Class IIa medical devices, the respective appliance can be used for printed short- and long-term provisional. Furthermore, printed alloys, such as cobalt–chromium, give access to new applications, such as digital model casting processes.

Upcoming IDS puts emphasis on technology and teamwork

Over the past 20 years, dentists and dental technicians have experienced a range of new possibilities continually being created by digitalisation. The key to success in exploiting these innovations has been and will continue to be the interaction between the members of the treating team. In this regard, IDS will offer comprehensive concepts, valuable tips and stimulating discussions.

The particular excitement of dentistry lies in the unique combination of medical, technological and aesthetic aspects in the discipline. The day-to-day work has become more diversified and sometimes challenging over the past decades, both in the practice and in the dental technician’s laboratory, owing to multifaceted requirements. A particularly effective means of meeting these demands has been the intensification of collaboration between dentists and dental technicians.

The conditions for collaboration are better than ever, because digitalisation allows spatial and time limits to be overcome. Radiographs, model scans, and a wide range of different working and planning documents can be produced in the practice and the laboratory within seconds for evaluation and discussion purposes. At the same time, overlapping digital workflows in more and more areas are increasingly facilitating cooperation between dental professionals.

The sheer number of options and thus possible combinations is increasing further in terms of both materials and production. Especially in the case of digitally aided manufacturing, 3-D printing is expanding the choices and opening up new possibilities for teamwork between dentists and dental technicians. The specific realisation of this depends on the practice’s clientele, the existing equipment, and the personalities and individual approach of the dental professionals concerned.

“The International Dental Show will comprehensively present the current state of development of materials and processing methods, as well as new opportunities for optimal collaboration between the dentist and dental technician,” said Dr Marcus Hebach, Executive Director of the Association of the German Dental Industry. “At IDS, digital systems, planning tools, and different production options and their application within the team can be experienced first-hand and in a diversity that cannot be found anywhere else. My tip to all visitors is to talk to your dental technician or dentist in advance and visit the International Dental Show as a team.”
YES! THIS YEAR WE GO DIGITAL. SO MUCH DIGITAL: SCAN, PLAN, PRINT, MATERIALS, DIGITAL SMILE DESIGN, PINGPONG.BLUE ... AND THEN ... SUPER ANALOG ... MATERIALS, TOOLS AAAND MORE MATERIALS. ALL IN BEST ****ANAXQUALITY. FULL STOP. BRIGHT SMILE.
The global market for restorative dentistry products is experiencing persistent growth despite an inter¬esting and contradictory set of mar¬ket factors. This growth is primarily being driven by the rising market penetration of dental implants, as well as CAD/CAM-produced prothet¬ses and final abutments. While dis¬count pricing, commoditization and product bundling have limited reve¬ nues, the growing acceptance of and demand for dental implants and new restorative products will sus¬tain market growth.

Strong growth trends for restorative dentistry

The dental implant and final abutment market is expected to ex¬perience strong growth over the next few years, even in more pene¬trated markets such as Europe and the US. The market is growing in response to increasing demand from dentists, particularly general dental practitioners, who are plac¬ing implants in greater numbers. Consumer awareness of implant-supported restorations is also growing owing to effective market¬ing and positive patient outcomes. In the US, marketing campaigns aimed directly at the patient are being run on a national basis, and implant-supported restorations are gaining recognition in emerging markets.

Typically, final abutments fab¬ricated using CAD/CAM technol¬ogy have commanded a signifi¬cantly higher price than have standard stock abutments, but substi¬tutional price declines and stream¬lined production methods have resulted in CAD/CAM products gaining an increasing share of the final abutment market. The aver¬age selling price of a CAD/CAM abutment has notably declined in the US over the last two years alone. The efficiency of CAD/CAM technology is improving owing to major investments in equipment by the foremost implant compa¬nies. These improvements will in¬spire greater use of CAD/CAM technology and drive the market for these higher-priced final abut¬ments.

Growing implant technology markets

Surgical guides for implant placement have attracted increased attention in recent years, resulting in high levels of market growth. The adoption rate of surgical guides is expected to grow, and surgical guides will be used in a significant percentage of implant placements, particularly in more developed den¬tal markets. Markets for treatment planning software and dental im¬plant instrument kits will also con¬tinue to grow with the procedural volume increase, but are limited by the number of complimentary units bundled with large implant pur¬chases. The dental implant instru¬ment kit market consists of special¬ized products used to perform dental implant procedures, such as drills, reamers, ratchets and inserter/re¬trievers. Instrument kits are bun¬dled because they are important for successful implant procedures, es¬pecially for dental specialists who place hundreds of implants per year.

Geographically, emerging mar¬kets are continuing to adopt im¬plants at an increasing rate. Dou¬ble-digit growth in the Asia Pacific region can be found in China and In¬dia, alongside encouraging accept¬ance of digital dentistry.

Commoditisation and other market limiters

The dental implant market expe¬rienced a shift towards more af¬fordable products in 2018, with es¬tablished premium brands facing increased competition from their low-cost counterparts. The growing demographic of general dental prac¬titioners who place implants has prompted new consumer prefer¬ences, such as less brand loyalty and more price sensitivity. Therefore, im¬plants in the value (mid-level) and dis¬count (most affordable) pricing brackets are attracting new custom¬ers who are less likely to differenti¬ate between the numerous brands currently on the market. In emerg¬ing markets, greater value is being placed on affordability, thus speed¬ing up this transition. In addition, lower-priced implants are more pop¬ular in countries that are home to several discount and value implant producers, such as Israel and South Korea.

The various product bundles of¬fered by dental implant companies will apply additional downward pressure on revenues. Treatment planning software and dental instru¬ment kits are not the only products being given away free. Regenerative products such as dental bone graft substitutes and barrier membranes are also being bundled with implant orders. Moreover, the regenerative market itself is experiencing a strong commoditization trend across allograft, xenograft and synthetic products. Despite regulatory pres¬sure in some markets, the global market for dental regenerative prod¬ucts involves established competi¬tors, small local suppliers and now nearly every major implant com¬pany. The commoditization of dental implants has applied negative pres¬sure on revenues in recent years, and will continue to do so until 2025.

The competitive landscape for dental implants in 2019

Established global premium im¬plant companies such as Dentsply Sirona, Nobel Biocare, Straumann and Zimmer Biomet have long been the dominant forces in the global den¬tal implant and final abutment mar¬kets. That being said, the competitive landscape is becoming ever more crowded owing to the rise of value and discount implant brands. Value and discount competitors are es¬pecially popular among the new wave of general dental practitioners prac¬tising implantology, who show less brand loyalty and are more likely to seek to minimize treatment costs.

Premium companies have adapted to changes by pursuing acquisitions of companies that sell more afforda¬ble implants, thus maintaining their brand image while still expanding their market coverage into segments with high growth potential. Two ex¬amples of this are Straumann’s ac¬quisition of Neodent and Dentsply Sirona’s acquisition of MSL Implants. Under the Danaher umbrella, Nobel Biocare operates alongside its mid¬priced counterpart, Implant Direct. In July 2018, Danaher announced it would be spinning off its dental busi¬ness into a publicly traded company in 2019. Other brands to watch out for include BioHorizons, often re¬garded as a somewhat less afforda¬ble premium option in the US, and Osstem Implant. Headquartered in South Korea, OSSTEM IMPLANT has grown beyond its domestic com¬petitors to gain a leading share of the Asia Pacific market, and an ex¬panding presence elsewhere.

About the authors

Graeme Fell is a research ana¬lyst at iData Research and was the lead analyst for the Global Market Report Suite for Dental Implants 2018-MedSuite. His work has also included a number of other research projects in other medical device in¬dustries.

Jeffrey Wong is the Analyst Di¬rector at iData Research. Through many years of analysis, he has been the lead on most of iData’s medical, dental and pharmaceutical market research and now drives research strategy, product development and consulting research.

About iData Research

iData Research (idataresearch.com) is an international consulting and market research firm dedicated to providing the best in market in¬telligence for the dental, medical device and pharmaceutical indus¬tries.
SEEKING INTERNATIONAL DISTRIBUTION PARTNERS

Offering **INNOVATIVE** solutions for the dental industry

Vista offers expansive lines of dental products to take your business to the next level.

Vista leads the way in:
- Endodontic Irrigation
- Restorative Solutions
- Piezo Ultrasonics
- Whitening
- Tissue Management
- General Merchandise

For technical information, visit [www.vista-dental.com](http://www.vista-dental.com)
(877) 418-4782 Follow Vista Dental Products: ™
Oral health means more than just good teeth

The current state of the oral care system in Europe.

By Dr Nigel Carter, OBE, Chair of the Platform for Better Oral Health in Europe and Chief Executive of the Oral Health Foundation

Although recent decades have seen incredible progress in the prevention of caries in the general population, good oral health for all is still not a reality in today’s Europe. The Platform for Better Oral Health in Europe is working to promote the best practices in oral healthcare in Europe.

The Platform for Better Oral Health in Europe is a joint initiative of the Association for Dental Education in Europe, the Council of European Chief Dental Officers, the European Association of Dental Public Health, the Pan-European Region of the International Dental Public Health, the Pan-European Association for Dental Research and the Oral Health Foundation.

The platform has been working on developing a systematic method, in line with the criteria used by the European Commission’s Joint Action on Chronic Diseases programme, to collect best practices in oral healthcare, with a focus on promotion and prevention across Europe. The platform is about to issue a call to collect best practices, with the objective of developing a renewed and more comprehensive European repository of best practices in oral healthcare.

Including more oral health data in Health at a Glance: Europe

Over the past two years, the platform has worked to identify a number of key health indicators that collectively reflect a range of important and relevant oral health outcomes and has been advocating to the European Commission and the Organisation for Economic Co-operation and Development for their inclusion in upcoming editions of the Health at a Glance: Europe report series. The platform has identified the following four indicators, which are deemed the most robust currently available from a methodological standpoint, while also covering a wide geographical range of European countries, thus allowing for cross-continent comparison:

- Oral health status: dental caries prevalence (DMF index) data for 12-year-olds
- Health inequalities: educational and occupational inequalities in oral health
- Economic burden of oral diseases: dental care expenditure and productivity loss
- Link between oral health and other non-communicable diseases: oral cancer
- Health inequalities: educational and occupational inequalities in oral health

Collecting and sharing best practices in oral healthcare across Europe

The platform has been working on developing a systematic method, in line with the criteria used by the European Commission’s Joint Action on Chronic Diseases programme, to collect best practices in oral healthcare, with a focus on promotion and prevention across Europe. The platform is about to issue a call to collect best practices, with the objective of developing a renewed and more comprehensive European repository of best practices in oral healthcare.

To learn more about the platform’s activities, please visit www.oralhealthplatform.eu

IDS HIGHLIGHTS

Kera®Zr-Disc - The new zirconia family for all indications

Kera®Soft-Disc - The new CoCr sinter disc with the Kera® Disc formula

Halle 3.2, Stand A30/ C39