KaVo Kerr Group launched 20 new products at the Chicago Dental Society Midwinter Meeting

Earlier this year the KaVo Kerr Group used one of Chicago’s most innovative venues to launch a portfolio of 20 new products—all linked across the organization’s newly formed global platform of brands. The “Mosaic of Dentistry” event took place at the Chicago Illuminating Company, housed in a former power plant/warehouse that dates to the early 1900s. It was a suiting venue for the evening’s theme: the critical role that innovative products play in dentistry—and patient care.

The evening’s host, Dr Lou Shuman, president of The Pride Institute, said: “Sure, we fix cavities and straighten teeth. Sure, we give people better-looking smiles. ... But we’re really in the business of providing great care and improving the quality of life of the people we serve. And everyone here is part of this fabric — this mosaic of dentistry.”

With that, the event took on the aura of an upscale fashion show, with top executives and brand managers coming out one at a time as if on a runway—with music and lights completing the mood. And just like a fashion show, each of the 20 products they represented was briefly described.

Next, attendees were presented with another surprise, when the venue seemed to transform again, this time turning into a private exhibit hall, with each of the products represented. Attendees were invited to participate in hands-on demonstrations and meet directly with the leadership teams behind each of the products.

The variety of products and brands on display clearly demonstrated the breadth of KaVo Kerr Group’s portfolio of dental brands and operating companies. Those brands include KaVo, Kerr, Kerr Total Care, Pentron, Axis | SybronEndo, Orascoptic, Pelton & Crane, Marus, DCI Equipment, Gendex, DEXIS, Instrumentarium, SOREDEX, i-CAT, NOMAD, Implant Direct and Ormco.

Among the 20 products introduced: MASTERtorque M8900L handpieces from KaVo; the Demi Ultra Curing Light and an enhanced SonicFill from Kerr; the CariVu caries detection device from DEXIS; the i-CAT FLX MV CBCT from i-CAT; the ElementsFree cord-free obturation unit from Axis | SybronEndo; the Op300 Maxio digital panoramic imaging system from Instrumentarium; the Pro II handheld intraoral X-ray unit from NOMAD; Nano HD loupes from Orascoptic; the 3000 dental chair with “Narrow Back Advantage” from Pelton & Crane; and the NuStar SII dental chair from Marus._

Our Brands

Orascoptic  Pentron  Gendex  Instrumentarium
KerrTotalCare  Kerr  Pelton & Crane
Axis SybronEndo  NOMAD  Ormco  SoreDEX
i-CAT  DCI Equipment  marus  InstaDirect  DEXIS

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www.kavokerrgroup.com