IDS 2017 SETS NEW RECORD

By DTI

COLOGNE, Germany: More than 155,000 people from 175 countries visited the International Dental Show (IDS) this year, according to the latest figures released by organiser Koelnmesse. This is an increase of 12 per cent compared with IDS 2015. Furthermore, the number of international attendees rose by almost 20 per cent to around 60 per cent.

This year’s edition focused on digital production and diagnostics, intelligent networking solutions for practices and laboratories, smart services for dentists and dental technicians, as well as the further improvement of patient care and thus oral health worldwide.

Read about this year’s show on the following IDS review pages.

Dentsply Sirona opens CEREC system

By DTI

At this year’s IDS, Dentsply Sirona was celebrating its first year as a combined company. “Who would have thought at the last IDS that Sirona and DENTSPLY would merge?” said Dr Jürgen Serrahn, Vice President of Corporate Marketing, in greeting the audience at the celebratory press event. Commenting on the companies’ successful alliance in the past year, President and Chief Operating Officer Christopher T. Clark said that the partnership of both companies allows for an unrivalled combination of expertise in technology and solutions in the dental industry. “We truly believe we have the opportunity to shape the word of dentistry,” he said.

Clark further announced that the company would continue to grow and sharpen its profile in the field of endodontics with the acquisition of RTD (Recherches Techniques Dentaires). The French owner-managed company is a leading supplier of composite pens and will complement Dentsply Sirona’s endodontic and restorative portfolios.

“RTD’s innovative offering completes our new R2C—The Root to Crown Solution,” said Jeffrey T. Slovin, CEO of Dentsply Sirona. “Thanks to R2C and RTD, we will be able to offer dentists an even more comprehensive end to end solution for better, safer and faster root canal treatments and dental restorations.”

Another important announcement was the opening of the CEREC system. Practitioners will now be able to export data from the digital impression in STL format for use with other applications in the dental laboratory or clinical planning software. This will make the world’s most used CAD/CAM system more flexible and therefore even more user-friendly for dentists.

According to the company, the STL format ensures compatibility with all common design programs used in laboratories. The corresponding software licence will be available with the new CEREC SW 4.5.

Ivoclar Digital launched

By DTI

Increasing digitalisation of the dental treatment workflow requires all the different components used in a process to be optimally coordinated. To meet this demand, Ivoclar Vivadent has extended its long-standing materials and processing expertise to the entire digital process chain with a comprehensive portfolio of CAD/CAM products for both dental laboratories and practices. The new range, under the brand Ivoclar Digital, was presented for the first time at IDS 2017.

For Ivoclar Digital, new products have been added to the company’s range of aesthetic, state-of-the-art CAD/CAM materials for fixed, removable and implant-supported prosthetic restorations, including versatile ZircAD blocks and a range of discs for the IPS e.max system. Dentists and laboratories will be able to digitally produce dental restorations quickly and easily with four new PrograMill digital milling units that are suited for laboratories of all sizes. The range of high-end scanners from iShape has also been extended to include the new iShape E series, which, together with the Dental Designer software and exclusively developed Ivoclar Digital software add-ons, is aimed at increasing the reliability and efficiency of fully digitised processing procedures.

“We plan to enhance our customer-focused market strength significantly with the introduction of Ivoclar Digital. This is a unique new digital product portfolio based on our core competences in digital materials and processes,” commented CEO Robert Ganley.

W&H previews new image campaign

By DTI

In addition to introducing the company’s latest advancements in Cologne, W&H Managing Director Peter Malata previewed a new image campaign and shared his vision for the family-run company in light of the dental industry’s recent trend towards mergers.

A new product highlighted by Malata and Roland Gruber, Head of Marketing and Sales for W&H Austria and W&H Germany, was the Primus Advanced Air System, the world’s first air-operated high-speed dental drive solution that combines the advantages of a turbine with the key strengths of an electric motor. “W&H has harnessed the air,” said Malata in introducing the system. Owing to its adjustable drilling speed, cavities can be opened easily; old fillings can be removed simply, and even crowns and bridges can be separated with ease, according to the company. The innovative drive solution can either be integrated as a built-in solution into new or existing units or be used as an add-on.

Apart from its new products, the company will be promoting a new image campaign, titled “Because you care”, with a number of activities in 2017. Dentists take care of the well-being of their patients, and W&H seeks to support clinicians in their goal by providing reliable products and first-class service, explained Malata regarding the campaign.

In addition to the Austrian company’s ongoing development efforts, Malata highlighted the importance of establishing and fostering networks. According to him, it is most important to build synergies on various levels and with different partners in order to develop innovative products.

To this end, the company’s long-standing managing director also made a statement on W&H’s position regarding the international merger trend. Although merging could be considered both a threat and an opportunity, W&H sees the company’s strengths in maintaining a philosophy that is based on tradition and a close-knit community of partners and employees, he said. “There are different mindsets out there regarding consolidation versus family business and the benefits of both. However, in my opinion, in the future, it will be important to allow independent companies to pursue their own innovations while networking more closely with others.”
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DTI Publishers’ Meeting

By Julia Maciejek, DTI

COLOGNE, Germany: Ahead of the 37th International Dental Show, Dental Tribune International (DTI) held its 15th Annual Publishers’ Meeting. This year, the meeting, which was attended by more than 75 licence partners from all over the world, including India, Iran, Israel, Italy and the Netherlands, discussed a number of new projects for the upcoming year and strategic approaches for future development. At the meeting, DTI CEO Torsten Oemus addressed new trends in the global dental industry, as well as the relevance of online education, e-commerce for dentistry and event marketing. In response to these needs, DTI is continuously updating and expanding its portfolio, gradually developing into a digital dental service platform, he said.

New prevention magazine

DTI is continuing to expand its print portfolio and introduced its latest addition during the meeting: prevention. The new international magazine will feature topics concerning oral health and be released during the Annual World Dental Congress of the FDI World Dental Federation in Madrid in Spain this year.

New website

In response to the growing need for digital dentistry technologies and the increasing importance of digital media, DTI is launching its website this year as part of its continuing portfolio expansion. For improved usability, the navigation and menu of the local websites will be in local languages. The fresh look will include a modernised, interactive layout, with a focus on company profiles. Furthermore, the website will use several new advertising and content formats. A revised calendar with upcoming webinars and global events, as well as a map, will aid readers. In addition, an updated version of e-papers will be available for iPads.

DDS.WORLD

As a next step to further integrating e-commerce into its portfolio, DTI has continued to develop DDS.WORLD, a new digital marketplace. “A business is valued by the interaction with its clients, and we need to continuously find new ways to engage with them. We need to adapt our business to the changing context,” explained Oemus. DDS.WORLD is available at www.dds.world, is a full-service digital marketplace for products, news, e-learning and practice management. It is targeted at all participants in the dental industry. It offers product listing and an associated search facility, a practice management software program, direct customer communication tools and much more. The comprehensive website has the potential to be a game-changer in the provision of digital dental services to the industry. “The digital world is becoming increasingly important in this context,” emphasised Oemus.

ROOTS SUMMIT

As part of its expansion, DTI is moving towards the events business and already organises the ROOTS SUMMIT, the discussion forum for endodontics. Following on the success of last year’s event in Dubai in the UAE, the next edition of ROOTS SUMMIT will take place in Berlin in Germany from 26 June to 1 July 2018. The ROOTS SUMMIT began as a dedicated Facebook group, growing from a membership of 1,000 in 2013 to more than 22,000 currently, including dental professionals from all over 100 countries.

The next Publishers’ Meeting will take place at the Black Sea in 2018 and be hosted by Dental Tribune Bulgaria.

By DTI

“After only two years of development, Japanese company NSK presented the world’s first lightweight mobile dental treatment unit, among other new products, at IDS. At the show, President and Chief Operating Officer Eiichi Nakanishi spoke with Dental Tribune about the device and how his company has stayed ahead in developing innovative solutions for dentistry.”

Dental Tribune: Mr Nakanishi, at IDS 2015, we spoke about sterilisers and premium handpieces. What is the focus of this year’s presentation by NSK?

Eiichi Nakanishi: We are focusing on two specific categories of products, in the fields of hygiene and prophylaxis, including the Varios Combi Pro. The device combines a prophylaxis scaler with powder treatment and will allow clinicians to effectively treat peri-implantitis, which has become a major issue around the globe.

We are also very proud of the new VIVA ace, our portable treatment unit, which is very lightweight and can perform all treatments in Japan and in many other countries, including China. The population is increasingly ageing and many elderly people are not able to visit a dentist. Our device is aimed at addressing this issue by allowing people to be treated in their homes, for example. It is the first device of its kind in the world.

That is quite impressive. What has the feedback on the device been in your home country and here at IDS?

That has been very positive, as we have been invited to many other countries such as China and the USA. People have been very interested in our new product.

What is the feedback on the device from a membership of 1,000 in 2013 to more than 22,000 currently, including dental professionals from all over the world?

Feedback from our Facebook group has been very positive. People are always asking us about the benefits of our new products. The feedback on the device is very positive.

How is the feedback on the device from the market?

Feedback has been very positive from dentists and patients. People have been very satisfied with our new product.

Point of sale is very good. How is the feedback on the device from the market?

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