
Endodontics white paper calls for treatment to consider patient health.

Metal-free aesthetics in everyday lab work.

Tooth whitening and orthodontics: The icing on the cake.

Plaque bacteria prove no match for guided biofilm therapy.
Dentsply Sirona at IDS 2019

Innovative and efficient: Dentsply Sirona presented itself as a new, dynamic and agile company and impressed at the IDS 2019 with substantial products

By Dentsply Sirona

Spread over two booths with a total of more than 2,000 square meters, Dentsply Sirona made a spectacular impression at the IDS 2019. Bringing to life the motto “Inspired by your needs,” the world’s largest manufacturer of dental products and technologies presented innovations that are set to have a sustainable impact on dentistry. The products presented, such as Primescan, play a key role in helping dentists and dental technicians provide their patients with optimal treatment. The Dentsply Sirona team, wearing matching blue and orange sneakers, demonstrated a unified spirit in presenting Dentsply Sirona as a customer-centric company.

“At IDS 2019, we demonstrated that inspired by your needs is much more than just a motto for us,” said Don Casey, CEO of Dentsply Sirona. “Our mission is to translate the needs of dentists into products. We have shown over these five days that we can make a difference for dental professionals with our investment in R&D, education and training. Dentsply Sirona has presented itself as a new, dynamic and agile company that focuses on one thing above all else: the customer. More than 14,000 live demonstrations at the IDS booth and 400 product courses in one week underline this impressively. It is this interaction with our customers that forms the core of our company and complements our $150 million annual investment in R&D.”

Innovations that will have a major impact on dentistry

Of the numerous innovations that Dentsply Sirona presented at its two booths, Primescan, the new intraoral scanner for CEREC and digital booths, is one of the innovations that will have a major impact on dentistry. Innovations that will have a major impact on dentistry.

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“Resto Rebecca”, “Preventive Practitioner”, “Preventive Preventative Perso”, “Lab Lara” and their brightly colored colleagues soon became the stars of the trade show. The cheerful ducks, featuring a dental design, most became collector’s items and, for practices in 2019/2020. More than 2,500 tradeshow visitors said they were able to find out more about Azento, one of the many innovations at our booth.

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