Zimmer acquires P-I, launches new implant system

New functional hybrid dental implants to be available in Latin America and other selected markets

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SÃO PAULO, Brazil: In 2012, Zimmer Dental—quietly—acquired Exopro, a company founded by the father of modern dental implantology, Prof. Per-Ingvat (P-I) Brånemark. The strategic acquisition of Exopro adds Brazil to the growing list of Zimmer Dental global subsidiaries and offers new opportunities in the burgeoning Latin American region. According to Dental Tribune Latin America sources, for its P-I brand, Exopro has spent several years researching and developing a unique and cost-effective implant system, which is now ready to be launched and distributed in Latin America and select global markets.

Brånemark first developed and proved his theory of osseointegration in Sweden in the 1950s. Over 60 years have passed since that remarkable discovery changed dentistry forever, improving the lives of millions of people around the world. Now, according to Fabio Giannini, President of P-I/Exopro, the company is ready to launch its new P-I product line in Brazil and other select global markets where customers require a cost-effective implant solution built on simplicity and ease of use.

With commercial initiatives supported by private equity investment funds, the P-I brand offers knowledge, contemporary science, technology, and, most importantly, a simplified approach to address modern implant dentistry demands.

In 2007, P-I Brånemark jointly with a group led by Giannini established a pilot programme in Brazil to develop the new system further. For over three years, they conducted market analyses in Brazil and in other countries and regions of the world. The P-I product line was finally launched in July 2011.

“We developed this new implant system with a world-renowned researcher, P-I Brånemark, with very strong scientific backing and knowledge,” said Giannini. “We have products much simpler to use than what is out there, supported by science and technologies that address the most demanding clinical needs.”

Highlights of this new product line include the Functional Hybrid Implants, which feature simplified conical surgical preparations, platform-switching connections, and a micro and nano structured, minimally roughened surface (blasted and ion bombarded), along with other complete and well-designed surgical and prosthetic solutions.

“The P-I line of functional hybrid dental implants uses technologies developed by Brånemark himself, and by other clinicians and scientists from all over the world in well-known universities,” according to Giannini.

With Zimmer Dental’s backing and history of global leadership and innovation, the initial rollout will focus on market growth in Brazil, although other select global markets where a cost-effective dental implant system is desired will also be considered. “With cutting-edge technologies such as the Zimmer Trabecular Metal Dental Implant and Zf's digital dental solutions, as well as premium solutions such as the Tapered Screws-Vent implant system, Zimmer Angled Tapered Ablumens, and Puros Allografts

Brånemark’s company aims to leverage the formidable strength of Zimmer.

Brazilian dental implant manufacturing companies are positioning themselves for a rapid expansion into world markets. At IDS 2013, many of these companies will be present at the Brazilian pavilion.

For example, the new P-I/Zimmer Dental offering is now positioned to be a major product line in the dental implants business in Latin America and in other select markets with a demand for an economical implant system built on simplicity and ease of use.

Exopro started as a development corporation in 1988 in Sweden, evolving into a leading dental implant company owing to its research-based endeavours. Under the philosophic principles of Brånemark, its aim is to create high-performance, simple, safe, and versatile solutions for patients and professionals.

Fabio Giannini (DTI/Photo Jan Agostaro) and Ingenio’s Synthetic Bone Grafting Particles, the new P-I product line will allow Zimmer Dental to offer an even more comprehensive range of solutions to clinicians to best serve their patients,” explained Harold C. Flynn, Jr., Zimmer Dental president.

“P-I products have been in clinical use in Latin America and Europe for over eight years now, so this launch is based on solid clinical and scientific research,” Giannini added. “Brazil was a very good environment in which to test the fundamentals of our products; it was our battlefront and reason that we achieved exceptional levels of safety and performance.”

With over 220,000 dentists, many of them with postgraduate qualifications in dental implantology, Brazil is a formidable market indeed. In addition, several Brazilian dental implant manufacturers are positioning themselves for a rapid expansion into world markets. At IDS 2013, many of these companies will be present at the Brazilian pavilion.

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