IDS continues to grow

The 35th International Dental Show (IDS) closed with a record number of exhibitors and visitors, despite the slowdown in the world economy. More than 105,000 visitors (an increase of 6.9 per cent) and more than 1,820 exhibitors (an increase of 4.5 per cent) from 57 countries took part in this year’s IDS. With foreign participants making up 65 per cent of the numbers, and a 10 per cent increase in international exhibitors, the IDS has broadened its significance as a global trade and communications platform, with the international dental industry registering order volumes, which in many cases, exceeded expectations.

Dr Martin Rickert, chairman of the Association of German Dental Manufacturers said: ‘The 35th International Dental Show gave us above all the positive signal we were looking for. Our projections about a positive development in dental markets have been outstandingly confirmed. I am certain that this IDS will serve as a lasting impetus for the global dental industry and for the international healthcare market with all I do.’

For Oliver P Kuhrt, managing director of Koer-meresse GmbH, ‘the IDS 2009 is a superlative event: The IDS is the prime example of a successful new world trade fair and a magnet for the dental industry. It combines all the elements necessary for successful business and is a global communications, trade, innovations and product platform all rolled into one.’

News and innovations

With more than 1,100 presentations, new products and advancements in technology, the International Dental Show 2009 once again demonstrated its potential as an international innovations platform.

According to Dr Martin Rickert, this was made up of three main trends. First: natural teeth are being kept for as long as possible through early and comprehensive diagnostics and minimally invasive treatment methods. Second: if dentures are necessary, they should look, as natural as possible and offer the highest aesthetics and functional quality. Thirdly: the digitisation and networking between practice and laboratory increase efficiency in the economic production of dentures.

Speaker’s Corner

Since 2003, Speaker’s Corner has become a successful part of the show’s programme where exhibitors, ranging from global market leaders to new players in the market, present new information on new products, services and manufacturing technologies. The 54th IDS will take place from 22 to 26 March 2011 in Cologne.

Eschmann recently held delegates all the Aces at IDS ‘09

The Eschmann team made sure that visitors went away holding all the Aces. Providing the comprehensive infection control solution, Eschmann is the source for the renowned Little Sister autoclaves and washer disinfectors, which give practices complete confidence in their decontamination processes.

Meeting the need for reproducible and verifiable results, the Little Sister range represents the most advanced solution, offering excellent performance and helping dental practices achieve regulatory compliance. Available in a wealth of purchase options to suit any budget, Little Sister reliability does make a big difference in satisfying the industry’s guidelines.

Supporting their clients with the complete installation, training and aftercare service, Eschmann works to provide solutions to assist in the effective and consistent implementation of gold-standard infection control protocols.

For more information please contact Eschmann on 01903 875787 or email ic.sales@eschmann.co.uk, www.eschmann.co.uk

NobelProcera™ Takes Off at IDS 2009

The launch of the new NobelProcera™ scanner and CAD/CAM software made for a memorable International Dental Show, where delegates were able to see the next “generation of dental technology”. The new NobelProcera™ machine is equipped with the latest scanning technology to allow the highest level of patient comfort.

For further information please call: +44 (0)9150 430 650, email info.kuk@nobelbiocare.com or visit www.nobelbiocare.com

Dentists keep pace with technology advancement from KaVo

KaVo continues to celebrate its 100 year anniversary and illustrated its commitment to supplying dentists with the most advanced, high quality equipment at the International Dental Show 2009 (March 24th–28th), held at the Cologne Exhibition Centre.

The team was proud to welcome delegates, including several from the UK, who had made the trip in order to discover what the future held for dental technology. KaVo introduced delegates to the benefits of Cone Beam 3D imaging and the DCX 500 powered by i-CAT® and other cutting edge imaging products from Genx, including panormic digital extra oral x-ray.

Recognising the importance of infection control, KaVo provides superior equipment that does not just perform to a high specification for great results, but also assists in reducing the threat of cross infection. KaVo is the number one choice for ergonomically designed, reliable, high quality dental units and handpieces. KaVo also supplies leading practices with innovative products that boast low price points. With a reputation for setting the pace for innovation in dental technology, it was no wonder KaVo enjoyed such a successful Show.

For further information, please contact KaVo on 01494 733 000, email sales@kaavo.com or visit www.kaavo.com

Eschmann leaves delegates holding all the Aces at IDS ‘09

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Dentists Discover The Proven Power of Waterpik® Dental Water Jet’s Water Pik introduced dentalite to its acclaimed Dental Water Jet at the International Dental Show 2009 (Cologne Exhibition Centre, 24th-28th March). The event was the perfect place to discover innovative and proven tools that help in the fight to promote excellent oral health.

The team stand D068 were delighted to discuss the features and benefits of using its Dental Water Jet. It is suitable in the oral care of patients through out specialist and general dentistry. With a range of tips, the Dental Water Jet is safe and effective, and has been proven to remove biofilm with extraordinary ease.

With the aid of a Scanning Electron Microscope, a recent study has shown that the Dental Water Jet can remove up to 99.9% of plaque biofilm from tooth surfaces, in just 3 seconds. No wonder that this easy to use device is so popular!

For your professional courtesy discount on the Waterpik® Dental Water Jets speak to your dental wholesaler or for more information visit www.waterpik.co.uk. The product is also widely available in Boots stores.

Wright Cottrell – The Wright Solution!

The Wright Cottrell is delighted with the response its innovative range of teeth and dental solutions received from delegates at the 2009 International Dental Show in Cologne.

Worldwide delegates explored the vast options available from Wright Cottrell and the outstanding range of quality teeth for all budgets including Acorelon, Senator and Monarch ranges.

• The Acorelon range is unsurpassed in reflecting natural teeth, translucency, hardness and excellent resistance. It is the most quality available with an unparalleled choice in shade and moulds.

• Senator is a high quality product, uncompromised by an affordable price. The complementary physical and aesthetic characteristics ensure Senta teeth match vital dentition, giving a totally natural look and confident smile.

• Monarch artificial teeth have been developed with only one objective in mind – to match nature. Throughout of painstaking research and development, this product has been engineered to replicate the exact look and feel of natural teeth.

To discover what the team at Wright Cottrell can offer you and your practice call freephone 0800 66 88 99 or go online to www.wrighthealthgroup.com