IDS continues to grow

The 55th International Dental Exhibition (IDS) closed with an impressive record number of exhibitors and visitors, despite the slowdown in the world economy. More than 156,000 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 55th 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 alike with it.’

For Oliver P Kuhrt, managing director of Koènigsmesse 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 advances 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 function. Thirdly: the digitisation and networking between practice and laboratory increase efficiency in the economic production of dentures.

Speaker’s corner

Since 2005, 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 information on new products, services and manufacturing technologies. The 54th IDS will take place from 22 to 26 March 2011 in Cologne.

Eschmann delegates holding all the aces at IDS ‘09

Eschmann, the first and last word in state of the art infection control, brought market-leading expertise to the table at the International Dental Show (Cologne Exhibition Centre, 24th to 28th of March 2009). Visitors to the stand received reliable advice on how to meet the demands of the latest requirements.

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 disinfector, which gives 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 to comply with regulations. Available in a wealth of purchase options to suit any budget, Little Sister really does make a big difference in satisfying the industry’s guidelines.

Supporting their clients with the complete installation, training and after-care service, Eschmann works with practices to ensure effective and consistent implementation of gold-standard infection control protocols.

For more information please contact Eschmann on 01903 875 787 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.

Keen to grasp the opportunity, delegates explored the latest evidence-based technological innovations from world leader Nobel Biocare, with the aid of the friendly and experienced team.

The groundbreaking new optical scanner NobelProcera™ utilises conoscopic holography, a patented technology that brings impression scanning and digital model production to fruition. Reliable and accurate, NobelProcera™ enables consistent efficiency and is cost effective. Delegates were impressed with the easy to use technology that allows in-house process design and manufacturing.

The team was proud to illustrate the benefits of the new optical scanner and the all-new NobelProcera™ software. Boosting wax-up, full anatomical bridge design and cutback functions, the technology has been designed by dental professionals for dental professionals, to achieve excellent results quickly and easily.

Nobel Biocare’s cutting edge solutions is supported by comprehensive training, and the host of new materials and products such as coloured zirconia, CO-Cr, titanium and acrylic options, to meet the modern dental team’s needs for high quality and design manufacturing.

For further information please call: +44 (0)19974 330 00, email info.uk@nobilobiocare.com or visit www.nobilobiocare.com

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

• The Acronite range is unsurpassed in reflecting natural texture, translucency, hardness and excellent resistance. It is most comfortable and acceptable with an unreserved choice in shade and moulds.

• Senator is a high quality product, uncompromised by an affordable price. The complimentary 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. Thanks to years 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 0800 66 88 99 or go online to www.wrighthealthgroup.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 GC9500 powered by i-CAT and other cutting edge imaging products from GCen, including panoramic 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 maintenance. With a reputation for setting the pace for innovative dental technology, it was no wonder KaVo enjoyed such a successful Show.

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

Jets speak to your dental wholesaler or for more information visit www.waterpik.co.uk

Water Pik introduced dentists to its acclaimed Dental Water Jet at the International Dental Show (IDS) closed with a...