IDS continues to grow

The 55th International Dental Show (IDS) closed with a 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 53rd 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.’

For Oliver P Kuhrt, managing director of Kavo Dental Systems, the IDS 2009 is a superlative event: ‘The IDS is the prime example of a successful 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 functioning. 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.

Dr. Peter L. Ladde, CEO, BioHorizons

BioHorizons is pleased to announce their biggest IDS conference ever last month. Bringing together all their European teams to showcase the full BioHorizons product range, the response from both new and existing customers was overwhelming.

With the biggest stand to date, the buzz from the delegates was in response to the recently introduced Laser—Lok microimplants to the collage of internally-connected implants. Laser—Lok microimplants are a series of precision-engineered 8 and 12 micron grooves on the collar of dental implants and is unique in the industry as the only surface treatment shown to attach and retain both hard and soft tissue. In addition it was a chance to introduce their new bone regeneration portfolio including the new dental bone graft, Laddecom and resorbable collagen membrane, Mem-Lok, which is new to the UK from April 2009.

With over 217 employees, BioHorizons has grown into one of the largest dental implant companies in the world. The company has a direct sales force in the U.S., Canada, Australia, Mexico, Chile, Germany, Spain and United Kingdom.

BioHorizons has a proud history of introducing products based on science and evidence based research.

For more information on the BioHorizons product range and courses please contact 01345 134520 or email info@biohorizons.com or visit our website at www.biohorizons.com.

GC at IDS 2009

GC had an exceptional show at IDS this year despite the economic climate.

The company regularly launches new and innovative products to complement the range and allow sneak peaks of up and coming products. At IDS this year GC demonstrated the brand new Eschenhagen VPS poly styrene other silicate impression material, which is set to be launched in the UK in early this year. Eschenhagen VPS combines the best features of both VPS and Polyether, bringing high tear strength, high hydrophilicity combined with excellent flow. In traditional VPS impression materials, hydrophilicity occurs typically after the material setting, which is not only certain not all the detailed required, especially around the gingival area. In this new VPS impression material, hydrophilicity occurs during the material set time, which captures all the fine detail.

G-Com VPS cements are now available in an auto syringe G-Com combines the improved handling and self-adhesion of conventional cements with the superior mechanical properties, adhesion and aesthetics of resin cements.

After successfully launching the new Eschenhagen GC Initial IQ—Press-on-Metal and Press-on-Zircon as well as the special GC Initial IQ Lustre Pastes, the company was again showing its superiority at IDS 2009 with an innovative system component. The new GC Initial IQ—I Body—Layering concept enables dental technicians to achieve simple and economical reproduction of restorations using one single layer of GC all new VPS teeth shade by application of a single layer.

This is just a taster of GC’s materials, for a full catalogue or for further information please contact GC UK directly on 01903 218 599.

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 treated to 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 all of the friendly and experienced team present.

The groundbreaking new oral scanner NobelProcera™ utilizes conoscopic holography, a patented technology that brings impressive 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-creased production and design manufacturing.

The team was proud to illustrate the benefits of the new oral scanner and the all-new NobelProcera™ software. Boasting wax-up, full anatomical bridge design and cutback functions, the technology has been designed by the all-new NobelProcera™ software. Boasting wax-up, full anatomical design and cutback functions, the technology has been designed by Kavo and is suitable in the oral care of patients throughout 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 Jet, please contact KaVo on 01494 733 000, email sales@kaovo.com or visit www.kaovo.com.

Eschenmann leaves delegates holding all the Aces at IDS ’09

Eschenmann, 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 the 28th of March 2009). Visitors to the stand received reliable advice on how to meet the demands of the latest requirements.

The Eschenmann 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 comply with regulations and guidelines. Available in a wealth of purchase options to suit any budget, Little Sister re- ally 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 hard to provide 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

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The team was proud to illustrate the benefits of the new oral scanner and the all-new NobelProcera™ software. Boasting 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 solution is supported by comprehensive training, and a host of new materials and products such as coloured zirconia, CoCr, titanium and acrylic options, to meet the modern dental team’s needs for the highest quality and design manufacturing.

For further information please call +44 (0)1985 430 650, email info.uk@nobelbiocare.com or visit www.nobelbiocare.com

Dentists Discover The Proven Power of Waterpik® Dental Water Jet’s Water Pik introduced dentists 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 tools and proven tips that help in the fight to improve oral health.

The team at 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 throughout 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.

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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 Acronite, Senator and Monarch ranges.

• The Acronite range is unsurpassed in reflecting natural light, translucency, hardness and solenoid resistance. It is the highest quality available with an unparalleled 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. Thousands 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.wrighthealthcaregroup.com

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