**IDS continues to grow**

**The 53rd International Dental Show (IDS) closed with a record number of exhibitors and visitors, despite the slowdown in the world economy. More than 196,000 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 a chance to show 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 it.'

For Oliver F Kuhrt, managing director of Komet & Co, IDS 2009 is a superlative event: 'The IDS is the prime example of a successful meeting of worldwide 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.

**GC at IDS 2009**

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

The company regularly launch new and innovative products to complement the range and allow sneak peeks of up and coming products. At IDS this year GC demonstrated the brand new Eschmann VPS poly vinyl poly other silicane impression material, which is not out to be launched in the UK until later this year. Eschmann VPS combines the best features of both VPS and Polyether, bringing high tear strength, high hydrophilicity combined with excellent flow. In traditional VPS materials, hydrophilicity occurs typically after the material set time, which results in you not being able to capture all the detail required, especially around the gingival area. In this new impression material, hydrophilicity occurs during the material set time, which captures all the fine detail.

G-Cem lingual cement is now available in an autopolymerising G-Cem combines the improved handling and self-adhesion of conventional cements with the superior mechanical properties, adhesion and aesthetics of resin cements.

After successfully launching theнопереносный обзорное сопротивление GC Initial IQ – Press-on-Metal and Press-on-Zircon as well as the special GC Initial IQ Lustre Postes, the company was again showing its superiority at IDS 2009 with an innovative system component. The new GC Initial IQ – One Body-Layering concept enables dental technicians to achieve simple and economical reproduction of standardized shade blocks 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 01908 218 599.

**Biolitronzes continue to be used by the whole IDS conference this year. Brining together all our European teams to showcase the full Biolitronzes 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 the recently launched Laser – Lök microchannel to the Collins of the intra- connected implant. Laser-Lök microchannels are a series of precision-engineered 8 and 12 micron grooves on the collar of dental implants and is unique within the industry as the only surface treatment shown to attract and retain both hard and soft tissue. In addition it was to introduce their new bone regeneration portfolio which includes the new dental bone graft, Ladrinc and resorbable collagen membrane, Mem-Lök, which is new to the UK from April 2009.

With over 217 employees, Biolitronzes has grown into one of the largest dental implant companies in the world. The company has a direct sales force in 10 countries, the U.S., Canada, Australia, Mexico, Chile, Germany, Spain and United Kingdom.

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

For more information on the Biolitronzes product range and courses please contact sales@biolitronzes.com or visit our website at www.biolitronzes.com.

**Dealers and demonstrations**

Dealers 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 DICOR® powered by i-CAT; and other cutting edge imaging products from Gendex, 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 price points. 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.

**Wright Cottrell – The Wright Solution!**

The Wright Cottrell 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 provide 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 meet the demands of the latest 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 to provide practices with effective and consis- tent 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