Straumann partners with Cadent

Straumann, a global leader in regenerative, restorative and replacement dentistry, and Cadent, a provider of 3-D digital solutions for the orthodontic and dental industries, recently announced they have established an agreement that makes Straumann the exclusive European distributor of Cadent’s iTero digital impression systems with immediate effect.

The agreement provides Cadent with access to the highly attractive European dental market through the Straumann sales network and brand. It also enables Straumann to offer European customers leading intra-oral scanning technology as part of an integrated range of tooth replacement and restoration solutions.

The deal follows a data-sharing agreement between the two companies, which was announced in August and connects the iTero system into the Straumann CAD/CAM workflow.

**Partners of choice**

“We are privileged to be Cadent’s exclusive distributor in Europe,” said President and CEO of the Straumann Group Gilbert Achermann. “The iTero technology complements our in-lab scanning solutions, offering customers the option of fast, precise and convenient in-chair scanning connected directly to our integrated digital workflow. Dentists, labs and patients all stand to benefit from the time and cost savings in addition to the added convenience and comfort.”

Tim Mack, CEO of Cadent, added: “Straumann is a powerful brand in dentistry that will leverage and drive our penetration of the highly attractive European market. The breadth and quality of Straumann’s dental solutions together with its strength in sales and service make it the partner of choice — not just for us but also for dentists and labs.”

**Intra-oral scanning: shaping the future of dentistry**

Intra-oral scanning is an established but still emerging technology that promises to have substantial impact on the future of dentistry. Its main advantage is the ability to create a 3-D image of the patient’s teeth using a miniature digital scanner/camera inside the mouth. This avoids the slower — and potentially less reliable — conventional process of impression-taking in the dental practice, followed by model casting in the laboratory. In addition to high precision, there are considerable time and cost savings for both the lab and the dental practice.

**About iTero**

Cadent’s iTero system uses a ground-breaking powder-free laser scanner that produces a precise 3-D digital impression, or model, of the prepared tooth or implant abutment. The model includes the opposing dentition and the bite in occlusion, which will enable the technician to ensure the new prosthetic tooth or teeth fit precisely with the opposite teeth during biting/chewing. The model is magnified and displayed on a chairside computer screen while the patient is still in the chair. This enhanced visualization, plus real-time analytical tools, allows the dentist to make any necessary adjustments simply and quickly before completing the scanning process. The data is then sent electronically to a dental laboratory equipped with the respective design software. After processing, the data are forwarded to a Straumann manufacturing facility, where the prosthetic is milled and then sent to the laboratory, together with a model of the patient’s teeth, for finishing. The highly esthetic, precise-fitting restoration is then delivered to the dentist.

**About Cadent**

Headquartered in Carlstadt, N.J., with R&D and operations in Israel, Cadent is a leading provider of 3-D digital solutions for the orthodontic and dental industries. The company services thousands of cases each day for a rapidly expanding customer base. Cadent’s offerings improve the efficiency and effectiveness of orthodontic and dental treatments while increasing the revenue of dental health-care providers. More information is available at www.cadentinc.com.

**About Straumann**

Headquartered in Basel, Switzerland, the Straumann Group is a global leader in implant and restorative dentistry and oral tissue regeneration. In collaboration with leading clinics, research institutes and universities, Straumann researches, develops and manufactures dental implants, instruments, prosthetics and tissue-regeneration products for use in tooth replacement and restoration solutions or for preventing tooth loss. Straumann currently employs about 2,200 people worldwide; its products and services are available in more than 70 countries through its broad network of distribution subsidiaries and partners.