

# today

**SHOW  
REVIEW**

## Jeffrey T. Slovin speaks



Sirona's new Chief executive Officer about his own impressions of IDS 2013 and future trends in dentistry.

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## GC Coporation innovates



Improvements and new products in the fields of prevention, restorative dentistry and prosthodontics presented.

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## A review of the industry



With more companies participating in IDS than ever before, there were plenty of new products to see and discover.

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# IDS 2013 surpasses expectations

World largest dental show grows by 6 per cent this year

■ According to the latest statistics, an estimated 125,000 visitors from 149 countries and 2,058 exhibitors from 56 countries attended the 35<sup>th</sup> International Dental Show (IDS) in March. The organisers noted growth in the number of international participants in particular. Overall, they reported a 6 per cent increase compared with the event two years ago.

Compared with IDS 2011 when about 118,000 people attended the show in Cologne, this year saw a 5.3 per cent increase in exhibitors, who showcased their innovations, products and services over 150,000 square metres. About 68 per cent of exhibitors and 48 per cent of visitors came from outside Germany. "Owing to the high internationality of the event and the distinct discretionary buying power of the visitors, we expect positive effects for the current business year and sustainable development on the national and international dental markets," said Dr Martin Rickert, Chair-



man of the Association of German Dental Manufacturers (VDDI).

Despite the apparent return of winter, the show was very well attended from the first day onwards by dental professionals, dental technicians, and representatives of the dental industry and academics. In particular, exhibitors

noted an increase in the number of visitors from emerging dental markets, such as China, Russia and Brazil. In addition, more people from Japan, Turkey and Ukraine attended the show than before.

The organisers observed that visitors and exhibitors showed particular interest in CAD/CAM systems and di-

gital workflow technologies. Innovations in prophylaxis and implantology attracted great interest too.

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According to an IDS survey, 74 per cent of the participants were satisfied or very satisfied with the event. Owing to the comprehensive range of products and the numerous product innovations, almost 80 per cent rated the exhibition as good or very good. Overall, about 95 per cent of the visitors said that they would recommend the event to their business partners.

The next IDS will be held from 10 to 14 March 2015. ◀

## Dental business in Europe increases

Denmark and France fastest growing markets/More sales achieved online

■ Overall sales of dental equipment in Europe increased last year, according to a market study presented by the Association of European Dental Dealers (ADDE) and Federation of the European Dental Industry (FIDE) at IDS in Cologne. Sales of consumables remained at the same level in 2012, it also found.

In contrast to the steadily declining number of direct sales, email and web sales increased continuously in nearly all the countries examined. Among these, Denmark was ahead of France and Great Britain as the fastest growing dental market in Europe. With respect to 2012, it was found that despite a slight increase in the number of practicing dentists in Europe, the number of dental technicians has not grown. The number of dental practices and labs has actually de-



• The new report was presented by Dominique Deschietere, President of ADDE.

creased, signaling a nearly uniform trend toward consolidation across the continent.

While the number of graduates in dental medicine in Europe declined significantly in comparison to 2011, the same was considerably higher in

the US. Nevertheless, the ratio of practicing dentists to patients remained unchanged.

FIDE and ADDE have been collaborating since 1998 and together publish an annual market study of the European dental industry. Along with figures on customers and end-consumers, the report also covers sales values for the main product categories such as dental equipment, consumables, implants and CAD/CAM, as well as data on distribution channels, information about current European VAT rates and their influence on the dental market.

The complete market study, including in-depth analysis and trends, is available for purchase at ADDE's website. ◀

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# “At some point in time, the dentist is going to want an all-Sirona office”

An interview with the new Sirona CEO Jeffrey T. Slovin



Jeffrey T. Slovin in talks with Dental Tribune editor Claudia Duschek.

Sirona Dental Systems has been operating in the dental industry for more than 130 years. At the International Dental Show (IDS) in Cologne, the company presented 25 hardware and software innovations to facilitate the digital workflow in dental practices. Dental Tribune editor Claudia Duschek had the opportunity to speak with Jeffrey T. Slovin, who was recently appointed CEO of Sirona, about his own impressions of the show and the future trends in dentistry.

**Claudia Duschek:** Mr Slovin, this year's IDS marks your seventh al-

together and your first as CEO of Sirona. Would you please describe some of the impressions of the last days?

I have been in the dental business for 14 years and I have always enjoyed the IDS. Since it is my first show as CEO of Sirona, this IDS will certainly be a memorable one that I will never forget. The most exciting development for me is that the solutions we are presenting at IDS were engineered in the time when I was about to become CEO. Seeing all of these products exhibited at the show is something that makes me very proud of our employees and company.

With regard to technological developments, I see a lot of companies trying to establish themselves in CAD/CAM today, a business Sirona has been involved in for 28 years. Today we serve more than 30,000 CEREC customers all over the world. I think that we are very well positioned to further drive digital dentistry.

**Indeed, digital workflow is one of the most used expressions these days. Yet, has digital technology arrived in dental practices?**

This digital workflow development is comparable to the transition

of film to digital cameras. Today almost all cameras are digital. In dentistry, it is primarily a matter of where practitioners are located. In some areas, it takes longer for adoption, but the reality is that digital dentistry is the future. We see it here today at IDS and it is not a matter of if but when a dental practice will adopt digital. Dentists want their patients to benefit from safer and faster treatment solutions, and I see it coming to life with our CAD/CAM-for-everyone approach.

**And how would you assess Sirona's position in this development as compared to other companies?**

These days, many companies talk about being digital, but the ability to truly integrate digital technology is an

expertise and great competence of Sirona. With the 25 innovations we have introduced this year, one can see the power of Sirona with regard to integrated solutions. While others have only one digital solution or integrated workflow, Sirona offers a whole integrated process because our products can be connected. At some point in time, we think that the dentist is going to want an all-Sirona office.

**Coming from the US and knowing the overseas dental market very well, what kind of differences have you noticed in Europe and Germany in particular?**

I have been to many countries, but what I think is in common for all dentists is that they want to practice better, safer and faster dentistry. All patients want to spend less time in the dental chair. This adds significantly to patient acceptance and their experience. Because of that, digital dentistry, digital workflows and integrated solutions matter because not only do dentists benefit from simplified and faster procedures but primarily the patient does, too. I think Sirona is in the best position to help dentists experience all the advantages of the digital workflow.

## Market data soon to be available

SDM partners with German Dental Trade Association

While Germany is among the largest markets for dental materials and equipment, sources for reliable sales data are lacking. The global market leader in dental market analysis, Strategic Data Marketing (SDM) will work in cooperation with the German Dental Trade Association (BVD) to produce its first-ever report on the German dental products market during the third quarter of this year.

A contractual agreement to this effect was concluded between both parties on Wednesday at the International Dental Show in Cologne. The BVD, which represents roughly 80 per cent of German companies specializing in dental products, said to have agreed to provide support in terms of both allocation and delivery of actual industry sales data.



BVD President Lutz Müller, CEO Barbara Kienle and Strategic Data Marketing President Paul Seid (from left to right).

Based in Rutherford, NJ, USA, Strategic Data Marketing has been publishing market data in the US, Canada and England since 1994.

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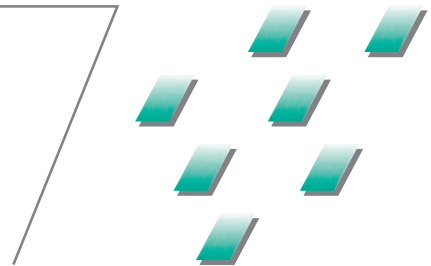
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# DWOS open software platform continues to progress

Further developments aiming for maximized flexibility and optimized workflow presented by providers at IDS Lunch & Learn event

Two years after having announced their initiative to solve the problem of software incompatibility, the three dental companies 3M ESPE, Straumann and Dental Wings presented the latest progress on the DWOS open standard software platform at IDS 2013. The exclusive Lunch & Learn Event, held on Friday 15 March, illustrated how the commercially available DWOS open software platform can build bridges between clinicians, labs and manufacturers. Over 350 people attended the event.

Thanks to DWOS, dental labs will now have the flexibility of designing prosthetics using data from multiple systems and sources, for example CBCT/CT, in-lab modes, chairside intra-oral scans, as well as impression scans received directly from dental practices, according to the companies.

They also said that restorations can be manufactured in-house as well as be outsourced to milling centres that offer high precision and additional material options.

Naoum Araj, CEO of Dental Wings, described DWOS as a knowledge-based ecosystem that efficiently links clinical information to



the manufacturing process through a variety of integrated 'apps'. When asked about his experiences with the platform, Daxton Grubb, President of R-dent Dental Lab, USA, said:

software and we are manufacturing consistently high quality products."

Executive Vice President Business Unit Prosthetics of Straumann Sandro

"The main advantage of DWOS is the open software architecture, which allows me to remain at the forefront of technology and optimise my workflow. My team was excited about the new

Matter explained the integration of Straumann's CARES 8.0 into the DWOS platform, which offers customers the choice between Straumann validated solutions or other milling alternatives for the production of prosthetics. According to Matter, the digital workflow will be completed by new collaborations with 3M ESPE and Innovation MediTech, a Dreve company. Using Trusted Connection with 3M True Definition Scanner, dentists can now send digital impressions directly to labs using CARES 8.0 which design and order CARES prosthetics. With the help of the Dental Wings Virtual Model Builder software, they can order a corresponding high-precision model from Innovation MediTech, that is required for finishing the prosthetics, he said.

David Frazee, Vice President & General Manager, Digital Oral Care, added that all workflow steps of the 3M ESPE's LAVA Design software are

now supported by DWOS which further increases the possibilities for dental labs and makes digital dentistry more affordable while generating trusted connections between all players involved. Furthermore, it has pathed the way for integrating new materials that allow dental labs to offer a wider product range. "DWOS has brought consistency and higher quality to our workflow. We can easily work with different partners as well as outsource the milling process," commented Dominik Mäder from the Zahnmanufaktur in Bern, Switzerland, when asked to describe the impact of DWOS on his lab.

All parties agreed that DWOS has opened the way for stronger collaborations between dentists, labs and manufacturers. The open software architecture allows dental labs to integrate new technology into their current workflow and stay up to date in the rapidly evolving field of digital dentistry. ◀



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## Ivoclar enters collaboration with CAMLOG

Liechtenstein company has announced that it will collaborate with implant system supplier CAMLOG in Switzerland, making it an Authorized Milling Partner



\* CAMLOG is the latest Authorized Milling Partner of Ivoclar Vivadent.

The agreement revolves around the processing and marketing of ceramics and composite materials. It will enable CAMLOG to add Ivoclar's materials to Dedcam, the newly established division for digital prosthetics.

Both companies disclosed at IDS 2013 that this agreement will be an opportunity for dental laboratories to capitalize on the strengths of the two companies. Through the collaboration, CAMLOG can offer its customers a wider range of services, with restorations, as well as veneering and luting materials, made of Ivoclar materials. In the future, CAMLOG will be allowed to integrate all-ceramic materials, such as Ivoclar's patented lithium disilicate glass-ceramic IPS e.max CAD

and IPS Empress CAD, into its range of services.

In addition, CAMLOG will be able to use the Telio CAD composite material in the manufacturing of a wide range of temporary restorations.

"The collaboration with CAMLOG presents an ideal combination of know-how in implant dentistry and restorative dentistry to provide comprehensive solutions in the digital process chain," explained Robert Ganley, CEO of Ivoclar Vivadent.

Other collaboration partners of Ivoclar are Nobel Biocare, Straumann, and other dental companies. ◀



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# GC Corporation innovates in Cologne

Improvements and new products in the fields of prevention, restorative dentistry and prosthodontics presented

■ Dedicated to the theme of “GC: Innovative. Restorative”, the dental manufacturer’s stand at IDS proved once again that GC never ceases to innovate, even in more “traditional” fields, such as prevention, restorative dentistry and prosthodontics. Among other products, professional personnel explained the new everStick product line’s features (everStick C&B, everStick Perio, everStick Post, everStick Net and everStick Ortho), which allow to create various types of periodontal splints, root posts and bridges quickly and easily. Innovations were also presented with Fit Checker Advanced and Fit Checker Advanced Blue, both Vinyl PolyEther materials in two transparent colours for checking pressure spots and the fit accuracy of prosthetic works—for example aesthetic restorations such as crowns, bridges or metal based restorations and dentures.

Another crowd puller was GC’s new Fuji IX GP EXTRA, an improved, self-curing, conventional glass ionomer filling material. Thanks to its next generation glass fillers, restorations



Fig. 1: GC “family” posing with CEO Makoto Nakao.

made with GC Fuji IX GP EXTRA are said to offer a very high translucency, that hardly changes over time. Compared with Fuji IX GP FAST the new Fuji IX GP EXTRA glass ionomer cement also releases three times more fluoride, the company said.

According to the family-owned company, other products also attract-

ed huge attention, such as the impression material EXA'lence, which provides dentists and dental technicians with a complete system that offers different viscosities and setting times. In the area of prevention the main focus was on Minimum Intervention (MI), a ground-breaking concept that comprises products like Tooth Mousse and MI Paste Plus. In addition, Saliva-Check Buffer and the Tri Plaque ID Gel

provide basic saliva diagnostics as well as impressive caries protection, GC said.

## A visit by Makoto Nakao

Whenever the company’s international trade press conference is held, Makoto Nakao (Fig. 1), president and CEO of the GC Corporation, do not miss the opportunity to greet the audience and set the stage for the presentations to follow. In his brief welcoming speech at this IDS, he pointed out the latest achievement of the company, which celebrated its 90<sup>th</sup> anniversary two years ago. He also provided an insight into the corporate philosophy “Semui”, an essential working principle of GC and important success factor, that, according to Nakao, combines selflessness, objectivity and great wisdom.

Nakao mentioned that GC’s mission as a dental company was to contribute significantly to the improvement of the quality of life all around the world, which is also linked to good oral health. The company distinct itself through its effectiveness of its products and services as well as high standards in environmental protection and sustainability, he said. Operating on these principles, GC is now present in markets on five continents with manufacturing sites in Japan, Europe, USA and China. Soon, a site in India will join the group.

The GC International Department is also going to open office in Switzerland by April 2013 with the goal to establish a more centralised location. According to the company, not only all global operations will be launched from there but it will also be Nakao’s future workplace.

Henri Lenn, director of Global Businesses for GC Corporation in Japan since early 2012, presented the fruits of the philosophy, such as the third place among 500 companies in a 2010 Quality Management Ranking. In the same year, the “European Foundation for Quality Management” awarded GC Europe with the quality seal “Recognized for Excellence”, conferring top credentials and five stars. Lenn said that GC was also among the finalists of the current nominations.

Despite difficult market conditions worldwide, the GC Corporation achieved distinctive growth again in 2012, according to Lenn. He said that in contrast to general market development, GC will be continuously extending its service and strive to be in direct contact with dental offices and laboratories.

## Customer focus through high profile and skill enhancement

Eckhard Maedel (Fig. 2, page 8), Lenn’s successor as president of GC Europe, emphasised that the European market offers many opportunities yet also presents a number of challenges. Owing to these challenges, GC therefore developed its commitment to dental services in Europe far more stringently, he said. In addition, the company was responding to the diversity of regional markets with separate branch offices in central European countries as well as service teams with experts from the specialist dental business. He said regionalism also plays a role at the GC Campus Meeting and Education Centre in Leuven, as this is where tailored advanced training programmes are provided for dentists and dental technicians in their local language.

Frank Rosenbaum, General Manager of GC Germany, hosted the press conference, mentioning the broadly-based German “Aktion Volksmund” campaign, an initiative to provide information and education about the opportunities and possibilities of modern basic dental care for the patients. Later on, interim findings and results of long-term clinical studies supported by internationally recognised experts in the fields of restorative dentistry, prosthodontics and dental materials were presented.

Prof. Reiner Biffar (Fig. 3, page 8) from the University of Greifswald in Germany showed the results of a prospective, randomised, blind study, which investigated the question of the clinical performance of the two glass ionomer materials Fuji IX GP FAST und EQUIA Fil. The study was interesting, as practising dentists were involved as investigators for the first time, in order to be able to describe everyday care in dental practices. Based on Biffar’s presentation, the data showed the restoration routine and even under these conditions and in compliance with the recommended indications, no adverse behaviour by the latest generation of glass ionomer fillings is anticipated which means EQUIA\* is a suitable material for basic dental care, that represents an alternative to amalgam fillings and composite restorations for small single and double surface fillings in the appropriate treatment area.

Frank Rosenbaum stressed that inter alia GC with its EQUIA product was “helping to ensure public health fund patients would not miss out on medical advances and that EQUIA is a scientifically backed filling alternative”.

Dr Lohbauer from the University of Erlangen in Germany reported on results obtained from tests as part of the development process for FujiCEM 2. Compared with FujiCEM Automix, FujiCEM 2 offers significantly increased flexibility with the same flexural strength. This produces a more stable luting material, he said. Lohbauer also concluded that the newly developed self-adhesive luting cement G-CEM LinkAce showed superior adhesion to zirconia compared with similar products on the market.

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Fig. 2: Eckhard Maedel



Fig. 3: Prof. Reiner Biffar



Fig. 4: Prof. Pekka Vallittu



Fig. 5: Michael Brusch

Prof Pekka Vallittu (Fig. 4) from Finland officially announced the launch of the new glass fibre-reinforced composite everX Posterior. The areas in which fibre-reinforced composites (FRCs) are commonly used in dentistry are the reinforcement of orthodontic appliances, removable prostheses, as well as (implant-supported) bridges. It can also be used as a dental filling material, to repair veneers and bridges or dentures, as well as for root canal posts, periodontal splinting and after dental trauma.

Researchers who have studied the use of FRCs in dental filling materials have noted that the design of a biometric restoration structure is crucial for countering polymerisation shrinkage more effectively. This is why everX Posterior was developed as a composite material developed with short glass fibres, that mimic the collagen fibres of dentine and therefore achieve a higher fracture toughness for restoration (5.1 MPa/m<sup>1/2</sup>).

According to Vallittu, the value exceeds that of dentine, which is a natural, fibre-reinforced material. The optimised length of glass fibres with

everX Posterior results in high stability and hardness as well as effective adaptation of the material to the cavity wall.

Owing to its properties as a substructure, everX Posterior is suitable for reinforcing composite restorations for larger cavities in the posterior area and its exceptional properties avert cracks and fractures. In order to achieve sufficient abrasion resistance and the best aesthetic result, everX Posterior should always be covered with a light-curing universal composite, such as GC's G-aenial family or other composites available on the market.

### Additions to the dental technology portfolio

Dental technician Michael Brusch (Fig. 5), from MB Dentaltechnik in Germany explained the advantages of the Initial ceramic system, which has been on the market for more than 10 years and is still undergoing expansion. The new component, GC Initial MC Classic line, is a logical and necessary complement to the proven Initial concept, as it allows for very eco-

nomic production with an aesthetically pleasing look in traditional three-layer technique. The basis for this standardised and trouble-free implementation of all 16 VITA Classic colours is the also new Initial MC Paste Opaque Classic line (PO-CL) available in these colours. With its warm colours it guarantees a colour-safe basis for further layering specifically on difficult materials such as non-precious metal alloys.

In the final address at the press conference, Dr Javier Tapia Guadix presented the free Initial system app for iPhone and iPad—the GC Initial Layering Guide. With the app, dental technicians are supposed to follow a detailed description of the processing steps—with 360 degree rotating illustrations and diagrams. According to Guadix, the free app is an extremely useful tool that can make a significant contribution to optimum use of the versatile Initial ceramic system. It can be downloaded from Apple's App Store. ◀

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## CAREvolution at IDS

Acteon brings SoproCare fluorescence camera to Cologne



Hans-Joachim Hoof speaks at the International Dental Show 2013 in Cologne.

French dental specialist Acteon presented the innovative SoproCare fluorescence camera, which was first presented in June 2012 at the Europerio conference in Vienna. Leading experts demonstrated the camera's functions, and industry professionals were then invited to see for themselves just how efficient the device is during a live demo.

Hans-Joachim Hoof (general manager of Acteon Germany) opened the press conference with a brief presentation of the new products. Alongside X-ray machine X-Mind unity and the EndoCenter, consisting of an electric motor and an ultrasound generator, Hoof also presented the latest generation of ultrasound generators, Newtron P5 and P5XS, as well as MeToo, a fast and effective tooth-whitening system.

Next to address the audience was Dr Pierre Montillot (PhD, CEO of Sopro S.A., La Ciotat, France), who spoke about his work in the field of fluorescence imaging of hard and soft tissue. His scientific work in the field ranges from fluorescence measurements for different dental tissues and soft-tissue tumor detection based on induced fluorescence, right through to the detection of specific enamel pathologies and differentiating between healthy

and infected root cementum. His work acted as a basis for the development of the two intraoral cameras, SoproLife and SoproCare.

The next presentation, from Prof. Dr Wolf-Dieter Grimm (PhD, MSC, University Emeritus, Witten/Herdecke, Germany), focused on the perio-modus principle used in intraoral camera SoproCare as well as the initial results of a clinical and microbiological comparative study that led Grimm to his conclusion that the intraoral camera makes a significant contribution to increased effectiveness of conservative and surgical perio therapy.

Dentist Dr Andreas Kurrek (DDS, Ratingen, Germany) then spoke about using SoproCare as a preventative tool and a way to provide patients with information and generate (re)motivation.

Kurrek sees fluorescence technology as a way of providing patients with added value, as it can make pathological aspects such as tooth decay and gum inflammation immediately visible. Visualization technology is already gaining recognition in the field of pediatric dentistry and for use with anxious patients. A live demonstration then showed how camera technology can be used in the field. ◀

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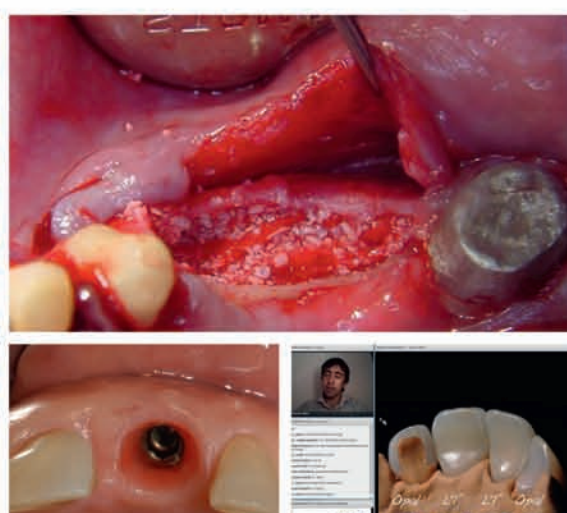
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