

# today

## KaVo Kerr Group Edition



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# KaVo Kerr Group at IDS 2015 — drumming to the beat of innovation

by Sierra Rendon & Claudia Duschek, DTI

■ At this year's International Dental Show (IDS), which took place from 10 to 14 March in Cologne, attendees had the opportunity to explore innovative technologies and products brought together on a global platform by the KaVo Kerr Group. The company presented more than 35 new products at IDS, including offerings in digital imaging, CAD/CAM, operatory units, handpieces and a wide range of consumables that aim to render dental professionals' work faster, easier, more accurate and more flexible.

*“Innovation means raising standards of care.”*

Formed in February 2014, KaVo Kerr Group—composed of 14 brands and companies—has more than 500 years of combined experience and reaches 99 per cent of dental practices around the world. The portfolio of brands includes KaVo, Kerr Restoratives, Kerr Prevention, Kerr Endodontics, Kerr Rotary, Pentron, Orasoptic, Pelton & Crane, Marus, DCI Equipment, Gendex, DEXIS, Instrumentarium Dental, SOREDEX, i-CAT, NOMAD, Implant Direct, and Ormco. The portfolio of brands is interconnected by common values of trust, experience, choice, quality and smart innovation.

“It is exciting to interact with so many of our international customers at IDS,” said Matt Garrett, KaVo Kerr Group's Global Vice President of Marketing, Dental Technologies. “This is our first opportunity to share our identity with a global audience,



• LED drummers perform in synchronization with a dynamic product presentation during the Art of Innovation event, held at the Flora Köln, to introduce the KaVo Kerr Group to a global audience. (Photo/Markus Mahle)

and our booth is designed to engage their senses as we as the clinician's intellect.”

### KaVo Kerr Group booth the spot for technological advances

Through extensive live surgery demonstrations and hands-on sessions, IDS visitors were educated and informed about the benefits of using these both new and tried-and-true products individually as well as part of a broader workflow solution.

For example, Isabel Baur, International Product Manager CAD/CAM at KaVo Kerr

Group, demonstrated the functions of the Lythos intraoral scanner to hundreds of attendees. “This scanner takes 1.2 million images per second,” she explained. “It's very easy for anyone to learn how to do. The learning curve is very quick.”

The Lythos scanner allows clinicians to capture highly detailed images in seconds without powder; in addition, they can easily rescan at any point, review data at any time and use the touchscreen to rotate the model in an infinite number of ways. Once the data has been scanned, clini-

cians can proceed to complete the design in-office or wirelessly upload complex design cases via the cloud to KaVo's Remote Design Service.

KaVo has been an industry leader when it comes to CAD/CAM, having first joined the market about ten years ago. With the KaVo Everest engine, the company was the first in the market to be able to mill zirconia.

# What is KaVo Kerr Group?

An interview with Stanzi Prell, Commercial President of Europe, the Middle East and Africa at KaVo Dental, on what that brand represents to the dentist and to the global marketplace.

**On 10 March, KaVo Kerr Group hosted an event at the International Dental Show in Cologne to formally introduce KaVo Kerr Group to an international audience. Beyond the celebratory nature of the night, what key messages did you hope to convey to those in attendance?**

KaVo Kerr Group represents outstanding brands that 99 per cent of dental practices use and trust every day. As the global leader in innovation, we are committed to enhancing clinical outcomes and improving workflows that simplify and improve the lives of both clinicians and patients. The night is not just about announcing 35-plus new products, but about connecting those products to results that meaningfully impact the lives of the people we serve.

**It is comprised of brands that are instantly recognisable, but what does KaVo Kerr Group stand for?**

KaVo Kerr Group is a platform that unites 14-plus brands that represent more than 500 years of combined experience. We compete in a breadth of categories – including hygiene, restorative, traditional equipment, imaging, implants, specialty and special markets. Most of our customers don't realise that the brands they use and trust every day are actually produced by the same global dental company. By bringing all our brands together, we can leverage our portfolio of resources—particularly research and development—to achieve our goals of simplified dentistry and enhanced clinical outcomes.

**What can you tell us about the timing of KaVo Kerr Group's formation? What made this past year the right time to bring the brands together in this more formal way?**

KaVo Kerr Group truly originated back in 2004, when our parent company, Danaher, acquired KaVo and Gendex, followed shortly by DEXIS, Pelton & Crane, and Sybron, which brought in Kerr and Ormco. Of course, many followed as time went on, including DUX Dental just last summer. We were fortunate to have been able to assemble such an outstanding portfolio of brands over the past ten years. The formal name KaVo Kerr Group was articulated just last year and will define our global dental business and portfolio of brands.



• Stanzi Prell, Commercial President of Europe, the Middle East and Africa at KaVo Dental, spoke at the Art of Innovation night. (Photo/Robert Strehler)

and lives. We believe that creating a more efficient workflow is a crucial first step in making dentistry more accessible to people in need of care.

**What makes innovation smart—or, more specifically, how is the KaVo Kerr Group approach to product development generating higher quality launches?**

There are really two main components that shape our definition of “smart innovation.” Both are based on values articulated within the wider Danaher culture. First is

*“We are committed to enhancing clinical outcomes and improving workflows.”*

**What do you see as the connective tissue between the products united on this platform?**

We share five core values: trust, experience, choices, quality, smart innovation. More importantly, all our brands are passionately focused on helping dental professionals confidently optimise their work

the principle that, “Customers talk, we listen.” Our innovation is smarter because it is customer-centric, driving creative solutions to directly address customer needs. Second is the idea that, “Continuous improvement is our way of life.” Being No. 1 in market share is good, but we set a high bar for ourselves to constantly strive to do better, no matter where we rank.

*“Customers talk, we listen.”*

**Nobel Biocare is the most recent addition to the Danaher dental platform. How does it relate to KaVo Kerr Group?**

Nobel Biocare and KaVo Kerr Group sit side by side within the Danaher Dental Platform, and we are very excited to be working with the truly impressive Nobel Biocare team. Together, Nobel Biocare and KaVo Kerr Group are cornerstones of the Danaher dental platform. As you know, we have an outstanding set of brands including Nobel Biocare, KaVo, Kerr, Ormco, i-CAT, Instrumentarium, DEXIS, Gendex and many more with which we serve most dental professionals around the world. Each one of these brands has selected the most appropriate route to market for their specific clinical end users. Our operating companies are part of one dental platform but operate as their own units. Teams across the Danaher dental platform will partner to identify ways to work together in creating value for the dental professional.

**In an ideal picture, how do you want dentists to see or interact with the KaVo Kerr Group brand? What should it mean to them?**



Clinicians are passionate about their patients, and we want them to see KaVo Kerr Group as a halo, identifying the brands and products that can help them yield better clinical outcomes. We also know that improved workflows means more efficient practices that allow our customers to either see more patients or see the same patients in less time. We want the members of KaVo Kerr Group to share an instant credibility for the integrity of the products and relationships we represent in the dental industry. ◀

KaVo MASTERmatic M25L/M05L

# SMALL HEAD BIG DEAL

20%  
smaller\*

43%  
smaller\*



\* Head sizes in comparison with the world's favorite High Speed Handpiece, the KaVo GENTLEpower 25 LP

The new KaVo MASTERmatic High Speed Handpieces



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It was also the first to offer a 5-axis simultaneous milling machine, allowing for demanding geometries and undercuts.

The first generation of Everest, could fabricate up to two discs at once and, since the 2013 launch of Everest CAM2 upgrade, up to eight single-unit glass ceramics and composite blocks simultaneously. Following the launch of Everest, KaVo developed the ARCTICA system in 2012. This system also offers 5-axis simultaneous milling but in smaller dimensions, targeting practice laboratories and dentists interested in providing in-office, or chairside, restorations.

Dr Fabio Soggia from Turin in Italy commented: "Comparing the quality and reproducibility of milled restorations with other systems, the ARCTICA is ten times better."

### Celebrating the art of innovation

Approximately 750 people from 40 countries worldwide attended KaVo Kerr Group's Art of Innovation event as part of IDS. The group invited dental professionals, dealer partners, industry leaders, and global media representatives to the Flora Köln, a historical formal park and botanical garden adjacent to the Cologne Zoological Garden to celebrate the formation of the group and to see many of its new products up close.



• Art of Innovation venue: Flora Köln (Photo/Markus Mahle)



• About 750 guests attended the KaVo Kerr Group's Art of Innovation event. (Photo/Markus Mahle)

The evening's moderator, Tamara Sedmak, charmed the crowd as she led it through the event's many highlights. Sedmak is a former model, actress, singer, renowned journalist and TV host in Switzerland and Germany. For more than 15 years, she has been a host and commentator for a variety of media channels, and her fluency in seven languages made her the perfect presenter for this multilingual crowd.

Henk van Duijnhoven, Senior Vice-President of KaVo Kerr Group, explained what the term "innovation" stands for at KaVo: "For us, innovation means raising standards of care. In order to achieve that, we have to understand what happens in the smallest unit of dental care—the dental practice. Therefore, we are committed to listening to the voice of the customer."



• Dr Cynthia Brattesani discussed the connection between product innovation and patient care. (Photo/Markus Mahle)

***"We are committed to listening to the voice of the customer."***

He further stated that it is the goal of the group to improve treatment efficiency with the many brands of the group. While not part of the KaVo Kerr Group, Swiss dental manufacturer Nobel Biocare did join the Danaher dental platform in autumn last year, making it a strategic partner in delivering smarter, more clinically sound workflow solutions available to a wider group of dental professionals.

Moreover, Stanzi Prell, Commercial President of Europe, the Middle East and Africa at KaVo Dental, said that new digital solutions are another priority for the group, as they benefit treatment planning and bring about more predictable results.

A selection of new products on display at the company's booth at IDS were showcased at the event. Clinicians swarmed in the exhibition room to see the latest from KaVo Kerr Group's brands up close and engage with product managers.

The entertainment programme of the evening included two dancers cloaked only in neon lighting and a LED show drumming group. «



• From left: The evening's moderator, Tamara Sedmak; Henk van Duijnhoven, Senior Vice President of Danaher's dental platform; Damien McDonald, Group President, Professional Consumables; Stanzi Prell, President Commercial, EMEA, KaVo Dental; and Dr Cynthia Brattesani, dentist thought leader and speaker. (Photo/Sierra Rendon)



• Carsten Franke, Senior Director Global Marketing KaVo Kerr Group, and guests. (Photo/Sierra Rendon)



• Attendees were introduced to the new KaVo ESTETICA E80 Vision. (Photo/Sierra Rendon)



• Light muses and drummers charmed the crowd. (Photo/Robert Strehler)

• Guests had the opportunity to explore KaVo Kerr Group's product portfolio. (Photo/Robert Strehler)





• KaVo Kerr Group booth at the IDS 2015 (Photo/Markus Mahle)



• Michael Filgertshofer showed attendees the ESTETICA E70/E80 treatment unit at the KaVo Kerr Group booth. (Photo/Sierra Rendon)



• Nadine Schauflinger, International Product Manager at KaVo, shows images from the KaVo DIAGNOcam. (Photo/Sierra Rendon)

• Attendees check out the KaVo ARCTICA CAD/CAM materials. (Photo/Sierra Rendon)



• Live surgeries at the KaVo Kerr Group booth: Jochen Kania speaks about modern IO scanning to an accurate in-office restoration. (Photo/Sierra Rendon)

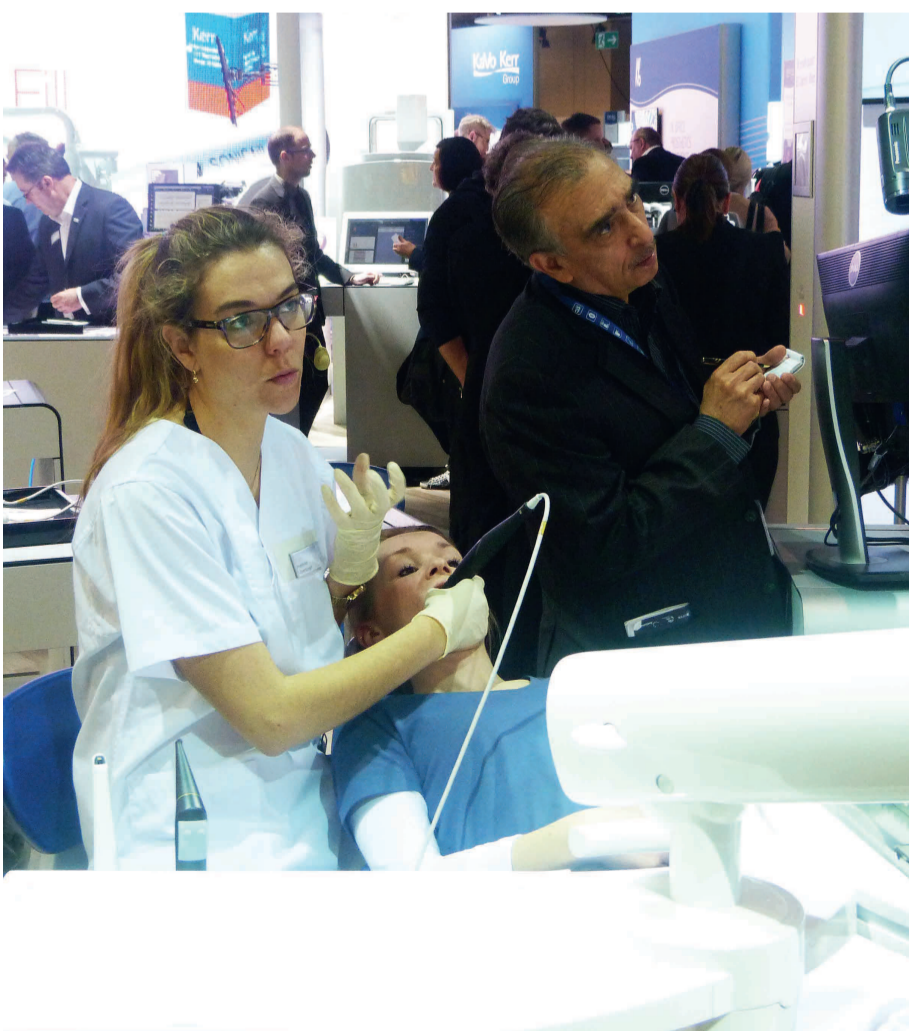


• IDS visitors were introduced to the Lythos intraoral scanner. (Photo/Sierra Rendon)

• Dr Friederike Litzenberger demonstrates the use of the DIAGNOcam to a crowd at the KaVo Kerr Group booth. (Photo/Sierra Rendon)



• IDS attendees gather round the CAD/CAM area at the KaVo Kerr Group booth. (Photo/Sierra Rendon)



• Also on display was the Everest. (Photo/Sierra Rendon)

• KaVo Kerr Group staff in talks with IDS visitors. (Photo/Sierra Rendon)





### In office prosthetic solution

A groundbreaking new in office prosthetic solution for dentists and implant specialists.

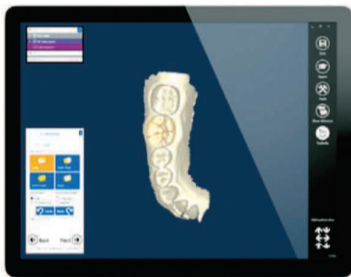
- KaVo has taken a totally new approach to in office prosthetics that allows doctors to produce a wider range of restorative indications with superior anatomical precision



### KaVo Lythos

Intraoral scanner

- Replaces traditional impressions
- Captures highly detailed images fast and easy without powder.
- Open Interfaces
- Comfortable tip



### multiCAD

Intraoral Design Software

- Simple 5-click-solution
- Expert mode for complex cases
- High indication variety



### Remote Design Service

You take the digital impression, we make the design.

- Real time prosthetic design service
- Scan the patient using the new intraoral scanner KaVo Lythos
- KaVo certified dental technicians create the restoration design and send it back to you
- Mill the restoration with your KaVo ARCTICA Engine inhouse



### ARCTICA Engine

Wet Milling And Grinding Unit

- Outstanding 5-axis simultaneous milling and grinding unit delivers superior results
- Open Interfaces
- High Quality Restorations



### KaVo Preformed Abutments

Safe time and money with in house fabrication

- Restore implants on the day of placement with in office custom abutments and temporary crowns
- Mill customized Titanium abutments
- Mill implant crowns
- High biocompatibility



### KaVo 3D eXam+

Cone Beam 3D system

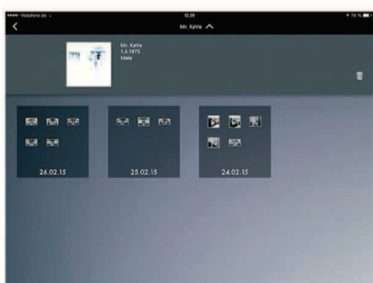
- Quickscan+ low dose technology
- Visual iQuity imaging technology for optimized 3D image quality
- i-Collimator for individual size of the FoV
- SmartScan Studio touchscreen operation for an even faster workflow



### KaVo OP300 Maxio

Completely versatile 3-in-1 imaging system

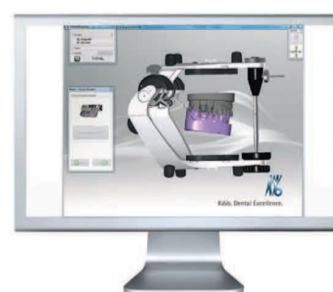
- Low Dose Technology for high image quality at very low radiation
- Maximum flexibility due to 5 Fields of View (FOV)
- Easy, intuitive operation thanks to the newly designed touch-panel user interface



### CliniView 11

Imaging software

- New database concept with iPad and browser app allows access from any device – PC, Mac, iPad, Android Tablet and Smartphone
- Ready for future cloud services



### Dental Teacher

System for fast and objective tooth preparation validation

- Objective, computer-based validation
- Time saving: only two minutes for scan and evaluation
- Result in metrics with clear graphics
- The Dental Teacher System includes a 3D scanner, PC and 3 software modules.





**MASTERmatic**

*High speed handpiece series*



- 20% Smaller head size for best access and view
- Maximum precision thanks Triple Gear technology
- Uniquely reliable with carbide metal chucks



**MASTERSurg**

*Customizable surgical unit*



- SMART drive technology for high torque and minimum vibration at start
- Graphical real-time display of torque and digital data
- One Touch Auto Calibration
- Wireless Foot Control



**MASTERTorque mini**

*Top-end turbine*



- Smaller head for better access
- DST active brake system stops the bur within one second
- Silent operation up to 59 dB(A)
- High Power with up to 19 Watt



**PROPHYflex Perio**

*The PROPHYflex perio tip enables the subgingival and supragingival cleaning with the PROPHYflex*



- Markings for better overview over treated areas
- Slim shape for great access
- Focused stream for targeted air-polishing



**ESTETICA E70/E80**

*Treatment unit with innovative suspended chair*



- New design for optimum ergonomics
- Hygiene center with automated cleaning programs
- Modern patient communication with integrated intraoral camera
- New KaVo HD Touch Screens



**ESTETICA E50 Life**

*Patient chair*



- New design for optimum ergonomics
- Modern patient communication with integrated intraoral camera
- Unique software system CONEXIO for direct access to relevant patient data



**CONEXIO**

*System software*

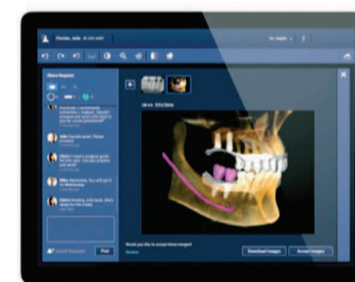


- CONEXIO supports the daily workflow with intelligent functions and easy operation
- Direct access to relevant patient data before and during treatment
- Simple network configuration and automatic installation of hardware components



**Digital Services**

*Powered obturation unit with no strings attached*



- Predictable results: high quality 3D fill
- Ease of use: motor-driven extruder for better control and tactile feel
- Intuitive: easy set-up, friendly handling, full control for safe results



**Maxcem Elite**

*Self-etch, self-adhesive resin cement for indirect restorations*



- Enhanced bond strength
- One-peel clean up
- Compatible with all indirect restorations. Anterior or posterior ceramics, PFMs and metal restorations, and CAD/CAM materials



**Cleanic Berry Burst**

*The one-step prophylaxis-paste*



- Patented Perlite technology featuring integrated abrasion variability
- All in one: universal prophylaxis-paste guarantees outstanding results
- Time saving: from cleaning to polishing in one step