

# today

SHOW  
PREVIEW

## Great expectations



An interview with the executives of Koelnmesse and the Association of German Dental Manufacturers (VDDI).

» page 2

## Stanley M. Bergman speaks



The Chairman and CEO of Henry Schein about IDS and why international markets like Germany are key for his company's success.

» page 18

## New products in focus



Many products will be on display at IDS 2011. Get an overview about what the world's most innovative companies have to offer.

» page 20

## IDS 2011: another record breaker for dentistry

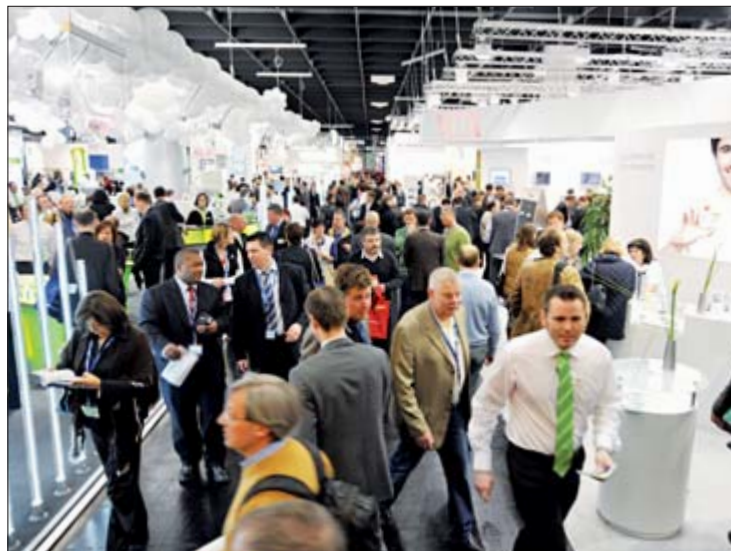
More than 10,000 visitors expected to attend the world's largest dental show in Cologne, Germany.

Visitors of this year's IDS in Germany should probably schedule more time to get hands on the latest advancements in dentistry. After the record breaking show in 2009, the number of exhibitors has increased again due to more foreign companies showing interest in becoming a part of the world's largest dental trade fair, the organiser Koelnmesse told *today international*.

The company expects over 1,800 dental companies from 56 countries to attend the exhibition. Due to the high demand, Hall 2 will be opened for companies and visitors for the first time, they said.

The additional requests for trade fair attendance mainly comes from companies active within the fields of implant restorations and digitalisation. The number of companies exhibiting CAD/CAM system, for example, has increased by over 40 per cent compared to IDS 2009.

"The great level of participation from all over the world is attribut-



Visitors swarm one of the halls at IDS Cologne 2009. (DTI/Photo Koelnmesse Germany)

able to the fact that the International Dental Show is the leading trade fair for the entire international dental world," Oliver P. Kuhrt, Executive Vice-President of Koelnmesse GmbH, summarised the exhibition concept.

According to Kuhrt, online business services will enable IDS visitors and exhibitors to get in touch with each other before the start of the show in March 2010. The product catalogue will be also revamped and presented with a new layout and improved

search options. Owing to the growing popularity of mobile services, a free IDS app will be offered for iPhone, Blackberry and other mobile operating systems.

The 34<sup>th</sup> International Dental Show will be taking place at the Cologne exhibition center in Cologne, Germany, from 22 to 26 March 2011. In addition to the dental exhibition, there will be a substantial specialists programme supported by manufacturers, the German Dental Association and the Association of German Dental Technicians' Guilds.

Advance sales tickets ranging from €7,50 to €13 are still available online on the Koelnmesse website ([www.koelnmesse.de](http://www.koelnmesse.de)). ◀

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## TBR PERIOSAVE—Protecting the periodont with an anti-bacterial shield

An interview with Julien Benhamou, CEO of TBR, about the company's new implant system

During the International Dental Show 2011, TBR Group will present its PERIOSAVE implant system which guarantees an anti-bacterial protection of the periodont and fits the clinical requirements of more than 20,000 TBR users worldwide.

Mr. Benhamou, how does the PERIOSAVE system protect the patient from peri-implantitis risks?

We decided to come back and focus on the basis of dental implantology which is to offer the patient a durable implant with the lowest risk of infection. Indeed, studies have proved that 9 to 14 years after implant placement, a risk of peri-implantitis occurs in 16 per cent of cases. A progressive loss of cortical



Julien Benhamou, CEO of TBR, France

bone happens which threatens the stability of the implant (Roos-Jansäcker et al. 2006).

To avoid periimplantitis, and to provide a real anti-bacterial global pro-

tection for the implant, we have decided to study and to develop several ranges of PERIOSAVE implants giving an answer to this main concern. For every indication, we propose an implant solution that provides surgeons with anti-bacterial safety and patients with a real aesthetics solution.

The proposed implant solution must be adapted to the patient's anatomy and not the other way around. The dentist will be in a position to select the implant type according to the clinical case.

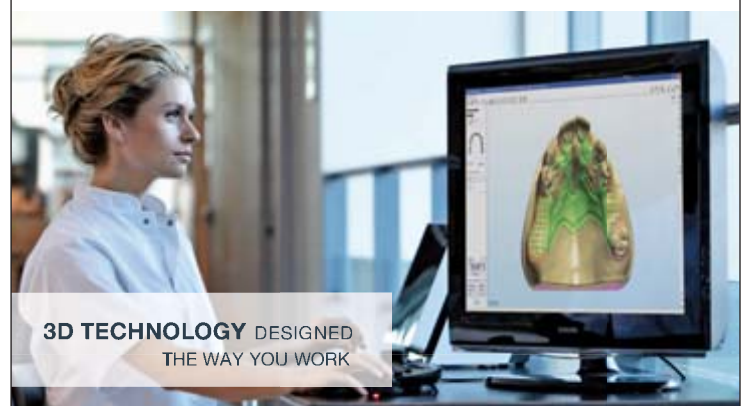
Can you give us a short introduction to the PERIOSAVE implants lines?

today » page 5

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# “IDS is the premier showcase for innovation in the global dental industry”

An interview with Oliver P. Kuhrt, Executive Vice President Koelnmesse, and Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI)

■ **today international:** Registrations for the upcoming International Dental Show in Cologne are in full swing. After the successful 2009 edition, how many exhibitors and visitors do you expect this year?

**Oliver P. Kuhrt:** We expect approximately 1.900 companies from 55 countries to attend IDS 2011. Due to the increasing participation figures, both the organizer and the VDDI are looking forward to replicating the success of the 2009 show where more than 100.000 visitors from all around the world came to Cologne.

**A lot of manufacturers have released new products prior to IDS Cologne. Is this going to affect the number of visitors?**

**Dr Martin Rickert:** I do not anticipate any effect as the IDS is the premier showcase for innovation in the global dental industry. You see, dental professionals have to deal with complex solutions and applications that go beyond the news value of common consumer products and, therefore, innovations for practice and laboratory do not lose their ap-

peal once they have been released. The decision whether and how to incorporate new methods into our own businesses is based on how deep we are willing to look into it. Overall, IDS still offers the most comprehensive overview of innovations for dentists and dental technicians.

**The last IDS saw an increased number of Asian manufacturers. Will we see any new country participations this year?**

**Oliver P. Kuhrt:** According to the latest exhibitor survey there will not be any new joint country participations. The markets with the largest exhibitor count are traditionally Germany, Italy, South Korea, Switzerland and the United States. In addition, we will also be welcoming companies from countries like Argentina, Australia, Brazil, Bulgaria, China, Japan, Israel, Pakistan, Russia, Spain and Taiwan.

**At IDS 2009, the focus was on implant solutions and CAD/CAM technologies. Will this trend continue in 2011?**



• Oliver P. Kuhrt

**Dr Martin Rickert:** We expect a lot of new products and trends in 2011 but digitalisation will definitely be the forerunner. This field, ranging from high quality impression scans to milling processes of different, new dental materials, is increasingly becoming important.

Implantology has been a booming segment for years and smaller and shorter implants have been launched over time. Even teeth that show high levels of decay can now be restored to their former functionality for many years to come. In endodontics, the effective cleaning of root canals remains one of the most important topics.

In regard to new business models, the cooperation between laboratories, distribution centres and the industry comes into mind. Nowadays, the single-man laboratory can almost offer the same portfolio as laboratories with much large manpower. Digital imaging allows specialised centres to offer small practices the whole spectrum of diagnostic services.

**What product segments are showing high prospects?**

**Oliver P. Kuhrt:** We experience growth in many dental fields which is basically a result of manufacturers extending and complementing their product offerings with promising new products and solutions. The most prominent segments will probably be dental implants, prophylaxis, dental hygiene, cosmetic dentistry and CAD/CAM. However, we also observed growth in the field of dental practice equipment and functional systems for dental laboratories.

**The worldwide economy is recovering fast. Have you experienced similar developments in the dental industry as well as the trade show business?**



• Dr. Martin Rickert

**Dr Martin Rickert:** The steady demand for dental services by patients confirms that the willingness to sustain their health has not been negatively affected by difficult economic circumstances. Most people know that investments in their health are investments in their quality of life and, last but not least, in their own future.

of a continuing target-oriented strategy of the German dental industry and its partner Koelnmesse. The strong presence of foreign exhibitors and visitors is creating an atmosphere of global awareness that makes the IDS what it is today, an international dental market place that is independent of temporary or local economic developments.

**Will the first day of the trade show again be dedicated to dental dealers and importers?**

**Dr Martin Rickert:** Definitely! According to most exhibitors and international dealers I spoke to, the „Dealers Day“ on Tuesday has been received very well in the past. Most industry representatives appreciate the fact that specialists are available non-stop for business contacts and negotiations during that day.

**What else can be expected from this year's edition of IDS?**

**Oliver P. Kuhrt:** In addition to halls 3, 4, 10 and 11, we are going to open

“We expect a lot of new products and trends in 2011 but digitalisation will definitely be the forerunner.”

**Due to the recession, the US dental industry has been struggling recently. Do you think this could have an effect on the position of IDS as the world's largest dental trade show?**

**Dr Martin Rickert:** The undisputed position of IDS as the world's leading dental trade show is a result

hall 2 with an additional exhibition space of 143.000 sqm this year. Due to this measure, all exhibition halls are now located next to each other and are easily accessible through the South, East and West entrances to evenly guide the stream of visitors.

Thank you for this interview. ◀

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(DTI/Photo Koelnmesse Pte Ltd, Singapore)

## Asia largest growth market for German dental equipment

Industry remains positive for International Dental Show despite falling exports in 2009/2010

More and more German dental equipment is exported to Asia, new figures released by the Association of German Dental Manufacturers have revealed. According to the latest member survey, 40 per cent of all manufacturers reported an increase of sales in that region in 2009. Less growth was observed in Western European and the US, the two main markets

for German dental equipment. Total German dental exports fell by almost 10 per cent last year due to the ongoing financial economic turmoil in most parts of the world. At the same time, domestic sales increased by 2,5 per cent to over €1.62 billion. Germany currently exports over 50 per cent of its domestically-fabricated dental equipment abroad.

VDDI chairman Dr Martin Rickert commented that the tense situation in the global economy has significantly affected consumer behaviour and willingness to invest in new equipment. Submarkets have also shown mixed results during the course of the year. He added that despite the slow economic recovery, expectations for exports in 2010 remain positive with the growing

interest in aesthetic-driven solutions and increasing standards of living in emerging countries like Brazil, Russia, India or China accelerating demand.

With a total turnover of over €3 billion, Germany is the second largest market for dental equipment worldwide only surpassed by the United States. ◀◀

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## Dentistry in Europe

Markets defy economic gloom, ADDE reports

Most major dental markets in Europe achieved growth rates above 3 per cent last year, the 2010 report by the Association of Dental Dealers in Europe (ADDE) in Switzerland has revealed. France had the highest growth rates in 2009 with 20 per cent, followed by the United Kingdom (7,4 per cent) and Germany (3,2 per cent).



(DTI/Photo Koelnmesse, Germany)

Despite being the second largest manufacturer of dental equipment in Europe, the market in Italy shrank by 5,9 per cent, according to the report.

The report also showed that sales for dental units and equipment grew by 5,3 per cent, while sales of consumables remained steady. While the market for laboratory equipment increased slightly, sales of CAD/CAM units did not show any significant growth.

In general, the data indicate a slight increase of the number of practising dentists over Europe (+0,4 per cent), while the number of dental laboratories declined by 1,7 per cent. The total sales volume shows—despite of almost worldwide economic turbulences—an increase of 2,8 per cent, as reported by the 2010 Dental market report, published by ADDE, in coordination with FIDE.

The AADE report, which is being published annually since more than 15 years, cover European dental market trends and developments in over 15 European countries. Representing the interests of more than 960 dental dealer organisations, the Association aims to co-ordinate and represent collective interests of both the dental industry and trade on a European level.

The report can be purchased for €260 through the Associations website at [www.adde.info](http://www.adde.info). ◀◀



today page 1

We offer three lines of PERIOSAVE implants covering all implant indications. PERIOSAVE Z1 are 1 surgical stage implants with a zirconia collar (Yttria stabilized Polycrystalline Tetragonal Zirconia technology). The transgingival zirconia collar works as an anti-bacterial shield due to its smooth and dense surface properties. In addition, this material is recognised as the best option for the aesthetic management of the soft tissues.



Julien Benhamou, CEO of TBR, France.

PERIOSAVE Switching Platform are two surgical stages implants used with anatomical zirconia or titanium abutments specifically designed for a biological environment optimization. As a result, a protection process is observed, similar to the one noted with the zirconia technology, and the new available biological environment allows the construction of an annular gum sleeve acting as a shield against periodontal bacteria attacks.

Finally, PERIOSAVE Baby are two surgical stages short implants (6 mm) to protect the periodont through the limitation of classical bone growth surgeries.



**The biological benefits of PERIOSAVE implants are proven but what about their mechanical properties?**

From a mechanical point of view, our exclusive technologies (zirconia-titanium fusion, 5 microns tolerance) allow implant resistances up to three times higher than regular implants. All of our fatigue tests are based on the worst case scenario (shortest implants, smallest diameters, 25° angulation plus an additional 10° angulation –French Ministry of Defense CERAH LABS March 2004).

**What are the clinical benefits of the PERIOSAVE solutions?**

In implantology, a priority is to get a full protection from periimplantitis. It is therefore necessary to select an implant system that is able to match with the biological requirements. TBR PERIOSAVE systems provide the only protection to definitely prevent any development of peri-implant inflammation. The aesthetic results are drastically improved.

**What makes PERIOSAVE implant solutions by TBR special?**

PERIOSAVE implants offer a wide range of opportunities to our users. Available in five lengths (6, 8, 10.5, 13 and 15.5 mm), three diameters (3.5, 4 and 5 mm) and two heights of transgingival zirconia collar (1.5 and 2.5 mm), PERIOSAVE implants fully fit the expectations of surgeons. They can be placed directly with a contra-angle thanks to the Swiss-Clip connection; a very ergonomic design developed to simplify and fully control the implant placement session without any digital contact.

PERIOSAVE implants not only provide a comprehensive solution to the implant integration in tissues, thus ensuring their longevity, but they will open a new era of periodontal integration and protection of the periodont, two issues that will be subject of scientific debate probably for the next 20 years.

**What differentiates the manufacture of your technology from your competitors?**

The TBR Group has decided to have an absolute control of its products quality and to guarantee a fully integrated production from the titanium bar to the final product. In our factory near Toulouse in France, our experienced technical teams together with the best CNC (Computer Numerical Control) machines have developed an exclusive milling technology with a 5 microns tolerance. Last October, we have celebrated the extension of our factory with more than 500 TBR users who were able to get an insight view into the manufacturing process of an implant, starting from the raw material to its final packaging in a clean room.

**What makes TBR Group a unique company?**

For more than 25 years, the TBR Group aims at fitting the expectations of dentists. TBR products are imagined "by dentists for dentists" supported by specialized engineers in close collaboration with universities.

Always focused on users, our main concerns are our users concerns. With that view, we are focused on fighting against the periimplantitis diseases and biological integration of our implants, to offer the best combination of solutions. It is the crucial objective of the PERIOSAVE implants.

All PERIOSAVE solutions benefit from the CE certifications, FDA approvals and are available in over 57 countries worldwide.

**What are the objectives of TBR for the next years?**

Nowadays, TBR Group is one of the largest French manufacturers of dental implants and one of the fastest growing implant companies worldwide. Our objectives for the next years are to build on our history that started more than 25 years ago and is based on core values such as innovation customers satisfaction.

Our current and future users are invited to visit us during the International Dental Show 2011 (Hall 11.2, Stand N030-0031), to visit our website [www.periosave.com](http://www.periosave.com) and to join the PERIOSAVE revolution! ◀

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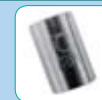
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# All-ceramic restorations drive aesthetics in dentistry

Digitalised workflows will create new business opportunities for dental laboratories worldwide

■ Digital technologies have been in the focus of researchers and developers in the industry alike for many years. Now they are beginning to increasingly shape the daily routines in dental practices and laboratories including aesthetic dentistry procedures. Once being a subspecialty, the field of aesthetic dentistry has made significant progress due to

the introduction of new technologies such as electronic colourimetric systems and digital methods for producing highly accurate intraoral moulds.

In particular, the diverse methods of CAD/CAM-supported design in dental restorations—especially with the use of zirconium high-strength

ceramics—and layered or pressed ceramic veneers are now providing excellent solutions for patients that not only ask for highly functional but also aesthetic dental prosthetics. This applies especially to the precise forming of ceramic or metallic foundations for crowns and bridges, as well as to implant prostheses and associated ceramic or plastic veneers.

“Aesthetics in dentistry have continued to gain importance in recent years, as more patients ask their dentist how their teeth can be restored to both functional and aesthetic perfection,” explains Dr. Martin Rickert, Managing Board Chairman of the Association of German Dental Manufacturers (VDDI). He adds that in order to meet this strong demand for



(DTI/Photo Koelnmesse, Germany)

high-tech dental care more efficiently, users can now rely not only on conventional but also digital methods that make CAD/CAM-supported ceramic veneer techniques possible.

Among the latest versions of digital workflow are all-ceramics monoblock processes using CAD/CAM methods to make anatomically complete restorations from advanced materials like lithium disilicate or zirconium dioxide ceramics. Modern CAD/CAM veneering systems that allow to create a restoration with all anatomical details inside a virtual space and subdivides it into two partial data records are currently provided by the dental industry. One of these datasets is used for the fabrication of the foundation from zirconium dioxide while the other is used to mill the pre-sintered veneer ceramic. This veneer can then be attached on top of the foundation, coloured and sintered.

Similar methods can also be applied to lithium disilicate ceramics, a material primarily used for the production of single and multi-unit dental restorations.

In addition to a comprehensive presentation of high-tech in dentistry, the International Dental Show will also provide a comprehensive overview of conventional technologies that continue to be useful in dental prosthetics. These include treatment methods using ceramics, precious metals or NEM alloys in their veneers—either processed in layer or in laminated forms. Simultaneously, plastics technology has also made progress in the development of aesthetically pleasing veneers. Innovative composite materials provide unprecedented abrasion resistance as well as the required colour fidelity for the creation of high-quality structural designs.

“Professional visitors from dentist’s practices and dental laboratories can look forward to the International Dental Show, the world’s largest trade fair for dental medicine and dental technology in Cologne from 22 to 26 March, 2011, as an excellent opportunity for gathering information from the exhibiting companies’ specialists, other experts and experienced users about the whole spectrum of aesthetic dentistry and especially the latest CAD/CAM methods for making perfect ceramic veneers and substructures,” concludes Dr Markus Heibach, CEO of the VDDI. ◀

(Source: Koelnmesse/Edited by Daniel Zimmermann, today international)

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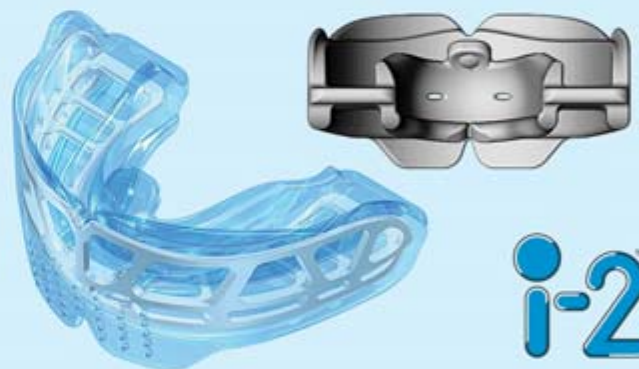
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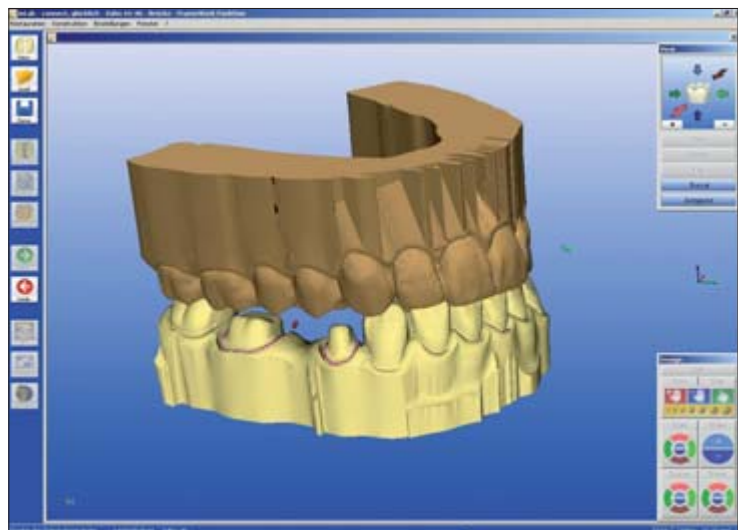


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# CAD/CAM technology, the seed for a new kind of dentistry

By Prof. Albert Mehl, Switzerland



Progress in dentistry: digitally completed full arch model, computed with CEREC Connect software—the basis for the production of the model and the construction and milling of the framework (Image courtesy of Sirona).

Dental CAD/CAM technology has recently undergone enormous development. At the moment, it is the most innovative segment in dentistry and will again be the focal point of this year's International Dental Show (IDS), where plenty of manufacturers are going to showcase new systems and CAD/CAM solutions. While dental technology was the primary focus in the past, developers are now

also looking at the manner in which these technologies can be applied to the dental practice. Digital impressions play a key role in this process.

Manufacturers are currently making large investments in this technology and are thus able to constantly introduce new innovations. In this particular field—handheld systems for precise 3-D surface

measurements—dentistry is the forerunner of all other engineering sciences, a fact that acknowledges the pioneer achievement of these developments.

While there was a level of caution with regard to the accuracy of full jaw scans, new clinical studies and trials confirm that intra-oral, 3-D systems now produce results that are almost comparable to conventional impression methods. In addition, handling and integration into the practice workflow have been developed to such a degree that these systems can now be used for the treatment of dental patients.

Further examples are functional diagnostics with virtual articulators, implant treatment planning through the combination of DVT data and intra-oral scans that allow for chair-side production of surgical guides, as well as facial scans serving as a base for a secure prosthetic planning.

However, CAD/CAM technology is not limited to the fabrication of dental restorations. Computerised dentistry is now also influencing other fields in dentistry, such as diagnostics, 3-D assessment and digital

## CAD/CAM thrives at IDS

Dentists and dental technicians who visit the next International Dental Show in Cologne in Germany will have more dental CAD/CAM systems at their disposal. According to preliminary figures of the organiser Koelnmesse, the number of companies planning to showcase the latest technology in this field has increased by almost 50 per cent. The last show in 2009 only saw 89 companies exhibiting CAD/CAM related products.

Digital processes are increasingly determining the day-to-day work in dental practices and laboratories due to increasing demand for dental prosthetic devices in most Western markets. In addition, prices for high-value materials like zirconia and ceramics have fallen signifi-

cantly over the last two years. A 2010 report by the Canadian Millennium Research Group predicted the global dental CAD/CAM market to grow strongly through 2014 despite the economic challenges that dentists have to face because of the recession.

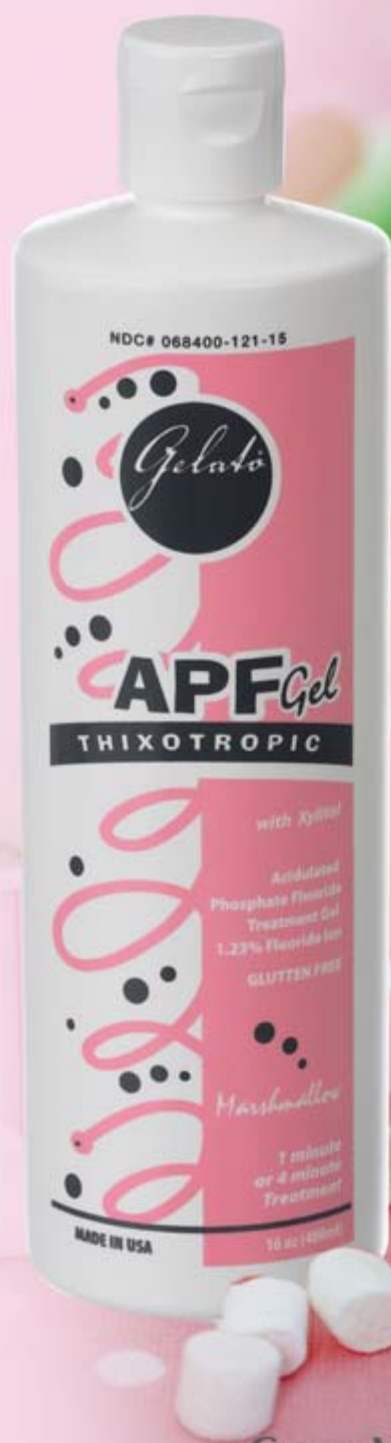
Prof. Albert Mehl, currently Guest Professor at the Centre for Dentistry and Oral Medicine at the University of Zürich, sees many advantages in the new technology. "The enormous potential of digital scanning has been recognised by the industry and thus is currently in heavy development," he told *today international*. "As soon as quality and practicability have been demonstrated within clinical environments, amortisation will no longer be an issue." ◀◀

storage. Owing to these developments, complex approaches have become simplified and can better be integrated into the daily practice—all for the benefit of the patient. As a result of these new developments, which offer completely new opportunities for the daily workflow of the dental practice, dentists will have to become acquainted with these new technologies. Only well-educated den-

tists and dental technicians are able to assess the differences between the available systems and technologies. Just as studying material science enables confident handling of different materials, the basics of computerised dentistry must find their way into the dental curriculum.

The upcoming IDS will prove that the time is ripe! ◀◀

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# Global lab revenues projected to exceed US\$14.5 billion by 2015

Increasing demand for dental prosthesis and purchasing power of baby boom generation are main factors for market growth

Increasing numbers of elderly people and more demand for high-quality dental aesthetics are cited among rea-

sons for an increase in global demand for the services of dental laboratories. According to a new report, the world market for dental laboratories is projected to exceed US\$14.5 billion by the year 2015.

nessing a significant increase in demand for dental prosthetics as well as other restoratives. The report also cites the increasing purchasing power of the baby boom generation as another factor driving the dental laboratory market.

The scarcity of technicians and availability of modern restorative technologies and systems are driving dental laboratories to deliver quality dental restorations to dentists on time. Outsourcing is a key element in the U.S. dental laboratory industry.

Report, provides a comprehensive review of dental laboratories, market trends, recent industry activity, and focus on market participants. The study analyses market data and analytics in terms of value sales for regions, including The United States, Canada, Japan, Europe, Asia-Pacific, Latin America and the rest of the world. ◀

The report, by Global Industry Analysts, a publisher of market research, states that dental laboratories are wit-

The United States represents the largest market for dental laboratories worldwide, according to the report.

The report, titled *Dental Laboratories: A Global Strategic Business*

## Dental X-rays linked to cancer

Long-term exposure to increase risk by 200 per cent

A joint research team from Kuwait and the UK has reported a link between dental X-rays and increased numbers of thyroid cancer. After factoring X-rays taken of 300 patients in a hospital in Kuwait, they found that men and women who had had up to four dental X-rays were more than twice as likely to have developed the disease than those who had never had any dental X-rays. For those patients who had had between five and nine X-rays, their risk rose more than four-fold. Although thyroid cancer is one of the least deadliest cancers, incident rates have almost doubled in recent years.



(DIT/Photo Dmitry Shirenev)

The findings are consistent with previous reports of increased risk of thyroid cancer in dentists, dental assistants, technicians and X-ray workers, suggesting that sensitivity of the thyroid to radiation is not necessarily related to direct irradiation of that organ but to any exposure to ionizing radiation. Besides thyroid cancer, significant risks have been also observed for leukaemia and cancers of the breast.

The researchers warned that the results of their study "should be treated with caution" because the data was based on self-reporting by the participants and the fact that other factors could be contributing to the increase in thyroid cancer cases. Further research is required to confirm the exact effect of dental X-rays, the added.

"It is important that our study is repeated with information from dental records, including frequency of X-rays, age and dose at exposure," Dr Anjum Memon, Senior Lecturer and consultant in Public Health Medicine at Brighton and Sussex Medical School, who led the study, said. "If the results are confirmed, then the use of X-rays as a necessary part of evaluation for new patients, and routine periodic dental radiography, particularly for children and adolescents, will need to be reconsidered, as will a greater use of lead collar protection." ◀

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