

# today

SHOW  
REVIEW

## Digital workflows



Sirona facilitates seamless integration of products and processes at IDS.

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Company introduces new products to facilitate daily work in dental practices.

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## Green, greener, W&H



Austrian dental products manufacturer celebrates 125<sup>th</sup> anniversary in Cologne.

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# Bigger than ever

IDS 2015 reports visitor, exhibitor and area increase

■ On 14 March, the 36<sup>th</sup> International Dental Show (IDS) in Cologne closed after five days with a record result. The organisers reported that about 138,500 visitors from 151 countries attended the most important trade fair in the dental industry, which represents an increase of nearly 11 per cent compared with the 2013 IDS.

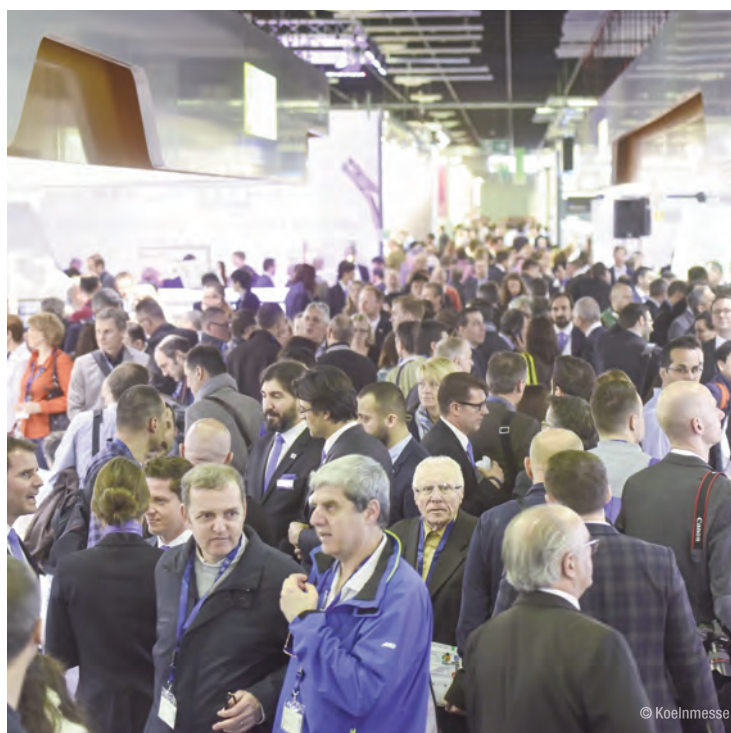
A new record was also set with regard to the number of exhibitors and exhibition space. A total of 2,201 companies (+6.9 per cent) from 56 countries presented their latest innovations, product developments and services over 157,000 m<sup>2</sup> (+6.2 per cent). More than 70 per cent of the exhibitors came from abroad (+2 per cent). In addition, the number of visitors from Germany increased by 4.3 per cent.

“We managed to make the International Dental Show in Cologne, both nationally and internationally,

even more attractive, making it the most successful IDS ever,” concluded Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI).

Katharina C. Hamma, Chief Operating Officer at IDS organiser Koelnmesse, stated: “The increasing international attendance once again underlines the character of the IDS as the world’s leading trade fair for the dental industry. Particularly strong growth was recorded at the International Dental Show in the number of visitors from the Near and the Middle East, the US and Canada, Brazil, as well as China, Japan and Korea. We also noticed re-emerging business in the southern European market, especially Italy and Spain.”

The 2015 IDS focused on intelligent networking of components for computer-based dentistry. As computerised processes have gained in-



© Koelnmesse

creasing importance, digital systems in diagnostics and production today span the entire workflow from the practice to the laboratory.

## European dental markets trend towards group practices and consolidation

ADDE survey reveals distinctive growth in the number of dental hygienists

■ Latest market figures released by the Federation of the European Dental Industry (FIDE), in cooperation with

the Association of European Dental Dealers (ADDE), last month at the International Dental Show in Cologne,

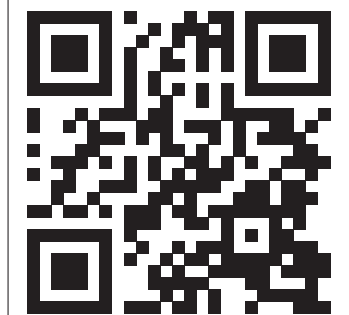
indicate rapid changes toward a digital dentistry manifesting in overall trends to a more global approach with group practices and consolidations throughout dental markets in Europe. The organisation’s 2015 market survey also revealed that the number of European dentists has slightly increased to a total of 276.090 in 2014 compared to 270.045 the year before.

A contrary trend showed in the number of dental offices and dental laboratories. While the numbers of the former remained flat on average, the total figures of labs in Europe has decreased in almost every surveyed country. According to ADDE President Dominique Deschietere, given the growing numbers of practicing dentists this development either indicates a trend to group practices or consolidation. ◀◀



© Kristine Hübner, DTI

• Dominique Deschietere, President of ADDE.



A visitor survey showed that more than 75 per cent of attendees interviewed were either satisfied or very satisfied with the show. Overall, 95 per cent of the visitors surveyed would recommend visiting business partners at IDS and 77 per cent plan to attend the show in two years’ time.

The next IDS will be held from 21 to 25 March 2017. ◀◀

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## DTI Media Lounge—Where movers and shakers in the dental market meet

In March, the International Dental Show (IDS) drew thousands of people from all over the world to Cologne. As an IDS tradition, Dental Tribune Inter-

dates on international markets and had the opportunity to connect with their peers and leaders from the dental industry.

Association, the Moscow Dental University, and DENTALEXPO. Ilya Brodetski, General Director of DENTALEXPO, provided some insights into the Russia dental market and its importance for the global dental industry. Currently, there are 85,000 dentists and 25,000 dental technicians in Russia. The market has a yearly supply turnover of US\$ 1 billion.

On the second day of IDS, DTI hosted the CHANNEL3 Night, which was organised together with Exit Strategies, for the first time. About 80 key opinion leaders from 15 countries gathered on Wednesday at DTI's MEDIA Lounge for their annual meeting. As part of the event, Harvard professor Myron Nevins received the first annual P-I Bränemark Award. The number three in CHANNEL3 signifies the three channels of sales in the dental industry: sales by dealer, direct sales and sales resulting from the work of key opinion leaders. The group consists of leaders from all three areas.



• Channel 3's 80 key opinion leaders from 15 countries gathered on Wednesday at the DTI/OEMUS MEDIA Lounge for their annual meeting. (Photo/Robert Strehler)

national (DTI) invited its partners to a number of cocktail receptions to the DTI Media Lounge. During the receptions, attendees received business up-

The traditional Russian Night was celebrated at the DTI booth on the first day of IDS. The event was organised in collaboration with the Russian Dental

On 12 March, industry partners of DTI gathered for the DDS WORLD and Chinese Night in Hall 4.2. In 2014, DTI launched its Digital Dentistry Show, the first exhibition to focus solely on digital products and applications for dentistry, in Milan in Italy as part of International Expodental. The show will travel around the world and be present in all major dental markets. Participants of the night were informed that the next DDS World show will take place in Athens from 22 to 24 May 2015 and will be organised in collaboration with OMNIPRESS. Further shows in 2015 are planned in Moscow, Budapest, Istanbul, Shanghai and New York. The event on Wednesday

was also attended by representatives of the Chinese Stomatological Association.

The Brazilian Night on 13 March attracted many people. The event was a joint project of DTI and Associação Paulista de Cirurgiões-Dentistas (APCD), the São Paulo association of dental surgeons, with which DTI entered into an international media agreement in 2013. Under the contract, DTI's today trade show newspaper became the official and exclusive publication at the Congresso Internacional de Odontologia de São Paulo (CIOOSP), one of the leading congresses worldwide. ◀



• Harvard professor Myron Nevins (centre) also received the first annual P-I Bränemark Award. (Photo/Robert Strehler)

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While the number of dental technicians has remained steady or slightly decreased in all countries except Hungary, the number of dental hygienists increased in all countries of the survey. This development is especially prominent in the UK, with the number of dental hygienists growing distinctively compared to 2013. As Deschietere has put it, this seems to be a result of the evermore "bending of the laws" in this area.

On the supply channels side, the percentage of direct sales from manufacturers remained steady in most countries, and the share of products purchased via e-mail or internet is constantly, if only slightly, increasing compared to the previous year. Further, the figures indicate that the sales volume of equipment has dropped in 2014, while sales of sundries and consumables remained stable on average.

"Dentists continue to treat patients," Deschietere pointed out. "Consumables and sundries, not new equipment like CAD/CAM units or

intra-oral X-Ray units, kept the figures up during the last years."

To this date the gathering of information on new technologies seems to be the weak point of the survey. Although Germany shows a jump in the numbers of intra-oral scanners installed, most countries are not collecting data on the subject so far, explained Deschietere.

The annual ADDE/FIDE survey, which is conducted through its national associations since 1998 and represents the interests of more than 960 dental dealer organisations, covers the most relevant topics and trends for the European Dental Industry, such as the number of customers and end users, sales values for the main product categories, the use of computer and e-commerce, sales segments, distribution channels as well as VAT charges and their impact on the market.

The report can be purchased for €260 (approx. £190) through the Association's website. ◀

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About the Publisher

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Dental Tribune International GmbH  
OEMUS MEDIA AG  
Holbeinstraße 29  
04229 Leipzig  
Germany

Phone  
Fax  
German ePaper-Issue  
International ePaper-Issue  
Publisher  
Rep. DTI GmbH  
Rep. OEMUS Media AG

+49 341 48474-302  
+49 341 48474-173  
www.zwp-online.info  
www.dental-tribune.com  
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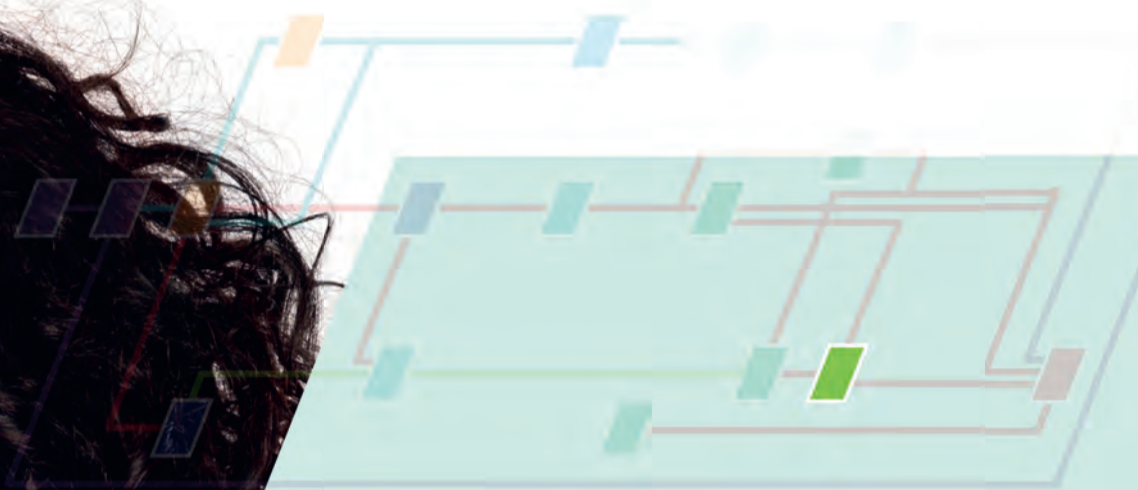
today IDS show review appears after the 36<sup>th</sup> International Dental Show in Cologne, 10–14 March 2015.

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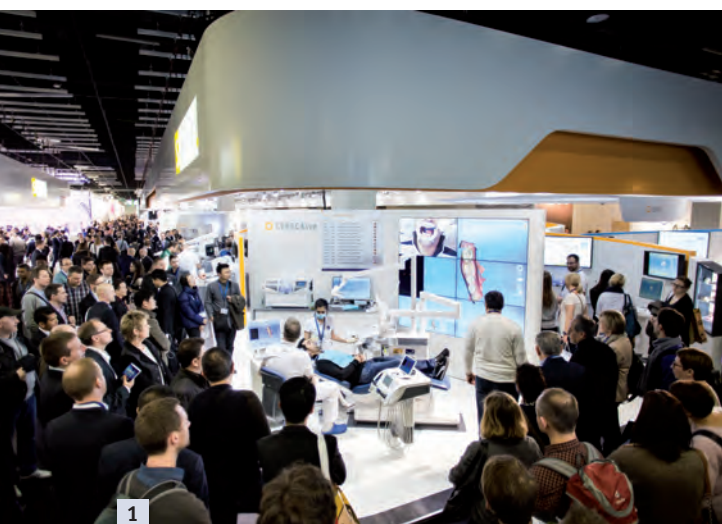
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# Sirona sets new standards for digital workflows

Manufacturer facilitates seamless integration of products and processes at IDS



1



2

\* Fig. 1: A highlight at Sirona's stand during IDS, the CEREC live demonstrations impressed many visitors. \* Fig. 2: Jeffrey T. Slovin, President and Chief Executive Officer of Sirona, emphasised that the ultimate purpose of digital dentistry is to make dentistry safer and better.

■ Digital systems once again dominated the floor of the International Dental Show in Cologne and no where else was this evident than at the booth of Sirona. In addition to numerous innovations in imaging systems it also saw the premiere of further developments of the company's CEREC system.

Presenting itself as an experienced specialist in the field of digital

technologies for dentists and dental technicians, the company said to have entered a new phase of seamless integration.

"We serve as a guide for dentists and dental technicians who have chosen to switch entirely to digital solutions or who intend to master the field gradually," President and Chief Executive Officer Jeffrey T. Slovin said.

"Based on decades of experience in using digital technologies, Sirona is in a better position than any other company in the dental industry to network these systems."

A good example for this was the new ORTHOPHOS SL extraoral X-ray unit featuring two new technologies. While the Direct Conversion Sensor converts X-rays directly into electri-

cal signals, a reconstructive Sharp Layer process makes sure that panoramic images are automatically focused to deliver significantly sharper images. The imaging workflow is further supported by the SIDEXIS 4 software, that allows the user to gain a quick overview about the patient's history and about all of his or her relevant image data, too. With the system, 2D images and 3D scans can be examined at the same time.

According to Sirona, this combination of hardware and software is ideally coordinated with its integrated digital solutions, thus creating efficient workflows for simultaneous surgical and prosthetic planning of implants. Airways in patients with obstructive sleep apnea can also be analysed this way.

Another point of attraction at IDS turned out to be CEREC. Many visitors were fascinated by the experience of live fabrications of dental restorations. Through a new cooperation with Align Technologies, announced at IDS, digital impression data can now also be submitted directly for ordering transparent aligners for correcting misaligned teeth, such as Invisalign.

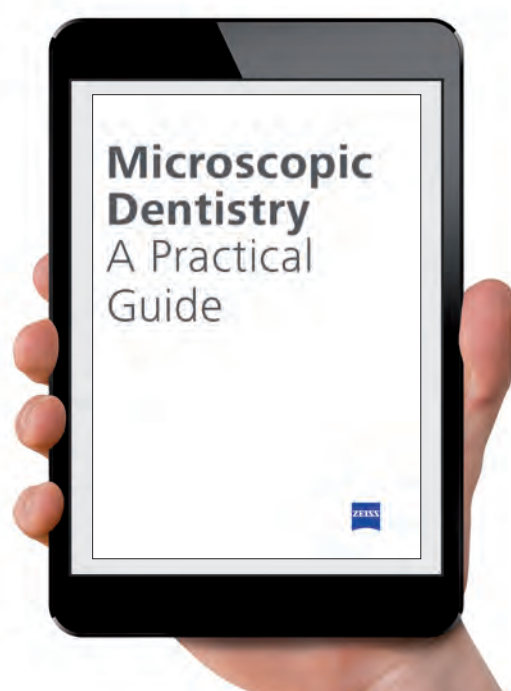
"After 30 years of leading dentistry into a digital era, we are expanding our focus to orthodontic treatment," Slovin commented. "With the seamless digital model submission to the Invisalign Doctor's Site, we once again show our dedication to providing our customers with truly integrated systems that make dentistry better, safer and more efficient."

According to Slovin, the new CEREC Ortho software is based on a patented, guided scanning process using the CEREC Omnicam, which is now also available as the CEREC AF table-top version. The software connects CEREC and Invisalign seamlessly, enabling digital models to be transmitted without much effort.

One of the fields where the integration of CEREC is particularly evident is implantology, as both the data gathered from the impression and the X-ray software are collected by the CEREC software and processed for the production of a drilling template (CEREC Guide 2) as well as for the design and manufacturing of superstructures. The software also controls the grinding and milling machine, meaning that not only the care of a patient can be planned with CEREC but also the entire production process. ◀

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# “The dental industry is moving closer to a complete digital workflow”

An interview with Stratasys Director of Global Dental for 3-D printing, Avi Cohen

■ Digital dentistry is an upcoming industry that has undergone rapid development in recent years. Intra-oral scanning, CAD/CAM and 3-D printing have fundamentally changed the workflow of dentists and dental technicians and have improved many dental procedures. Today had the opportunity to discuss this topic with Avi Cohen, Director of Global Dental for 3-D printing manufacturer Stratasys.

**Today international: Mr Cohen, what are the advantages of using 3-D printers and digital dentistry technologies in a dental practice or laboratory, and why is digital dentistry becoming increasingly important for dental professionals?**

**Avi Cohen:** The dental industry is by its very nature fast paced and requires rapid turnaround. When patient care is directly affected by a technology, technicians will always look for innovations that can reduce time while improving quality and precision.

Dental technicians traditionally rely on steady hands and expert eyes

avoids the need for patients to return to dental laboratories for corrective procedures, saving dentists both time and money and having a direct and positive impact on patient care.

With the cost of laboratory work becoming a major factor in dental restoration planning and therapy, we are seeing an increase in the adoption of digital dentistry by dental laboratories. This enables them to improve efficiency and provide a higher level of patient care.

For many dental professionals, this evolution has been a long-awaited and welcome transition to a faster and labour-saving process that improves quality and precision while keeping businesses competitive.

**How have dentists responded to the trend of digital dentistry? Do you think that the majority of practices and laboratories are already using or considering using digital technologies such as 3-D printing?**



• The booth of Stratasys at IDS 2015.



• Avi Cohen talking about the recent developments in the field of dental 3-D printing.

to prepare crowns, bridges, frameworks, etc. The manual process is time-consuming and imprecise and requires materials that do not typically provide the best durability or aesthetic appearance. With a 3-D printer doing the hard work, dental laboratories eliminate the bottleneck of manual modelling. By combining oral scanning, CAD/CAM and 3-D printing, they can accurately and rapidly produce crowns, bridges, stone models and a range of orthodontic appliances.

Forward-thinking dental and orthodontic laboratories are continually seeking to improve their processes, reduce lengthy milling time and stay ahead of the competition. Using Stratasys's PolyJet 3-D printing technology, featured in our Dental Series 3-D printers, laboratories can print in superfine 16 µ layers, dramatically increasing precision and reducing production time in comparison with traditional dental mould-making. This

With any new technology, there is always the need to educate and it is the same in dentistry. It could be argued that many dentists hold traditional plaster moulds in high regard, but now there are alternatives. I believe that an increasing number of dentists, as well as newcomers entering the industry, will adopt newly available technologies that improve productivity, one of them being a move to digital dentistry.

With an increased range of superior intra-oral scanners and associated software now available on the market, more and more dental laboratories of all sizes are exploring and installing the level of 3-D printing technology that suits their company's size and budget.

Most notably this year, we have seen an explosion of devices dedicated to digital imaging, impression taking and CAD/CAM fabrication of restorations—both chairside and in the labora-

tory. With the rollout of new 3-D printing systems, materials and capabilities over the coming year, many believe that more dentists will begin to view the technology as a viable alternative for their practices.

We might look back at this year as the moment that dental laboratories passed the point of no return from a traditional manual workflow towards an all-digital design and manufacturing process. In many respects, digital dentistry is already here, with a growing number of laboratory owners incorporating it in some form into their strategic business models.

**What innovations in the field of digital dentistry is Stratasys presenting at this year's IDS?**

We are using IDS to exhibit new systems and materials. At this event, we are presenting something the market has never seen before: a breakthrough and the future. For centuries, impressions formed the basis for crowns and bridges. Everything was made by hand. Then intra-oral scanners were invented, allowing for digital impressions and, finally, the printing of models. With Stratasys's new systems and materials, models can be printed in full colour and in different textures, thus creating an exact copy of the patient's mouth—the colour of the teeth and the gingivae perfectly attuned to the original. There are 900 different colours and textures from which to select. This brings realism to the market. Now, there is no longer a need for stone models. We are no longer in the “Stone Age”; we have arrived in reality.

In addition, our 3-D-printed models have a clear jaw to visualise the exact position of nerves, and this helps dentists to prepare for the placement of implants. Moreover, with our 3-D printing solutions, it is possible for the first time to print gingival masks to see how and where to place an implant—this has been done entirely by hand until now.



• Avi Cohen in conversation with DTI.

**What kinds of dental solutions does Stratasys offer for different indications and customers?**

As a leading provider of digital dentistry, we offer a wide range of 3-D printed dental solutions, including surgical guides produced in a clear biocompatible material—the ideal solution for implant placement. We also provide stone models for dental laboratories, thereby offering an extremely accurate replacement of plaster modelling and a range of orthodontic models for various applications.

As the industry moves closer to a complete digital workflow, dentists can now focus on more strategic tasks, while their 3-D printer accelerates the development of dental solutions, such as crowns, bridges, inlays, veneers and frameworks.

**What in general makes your products stand out from the rest?**

With our Dental Series, dedicated to addressing the needs of dentists and orthodontic laboratories, we offer a full range of dental solutions, making us a key participant in digital dentistry. For example, our Objet Eden260VS Dental Advantage 3-D printer is engineered to meet the demanding production needs of mid-sized dental laboratories and medium

to large orthodontic laboratories and provides new additional capabilities for improved productivity.

With labour costs as the main expense for dental and orthodontic laboratories, the Objet Eden260VS Dental Advantage addresses this through a greater level of automation. Printing is done at the click of a button and, owing to the water-soluble support mode, cleaning of models is an automated process. A single laboratory technician can design, print and have all models cleaned automatically with no post-processing required. The reduced cost per model has a knock-on effect on the labour cost.

In addition to our Dental Series 3-D printers, we offer a range of advanced dental materials, including the biocompatible VeroGlaze. This material is ideal for applications requiring mucous membrane contact for up to 24 hours, enabling dental laboratories to use VeroGlaze to create veneer try-ins in precise A2 tooth shading. Soluble support technology allows the easy cleaning of dental parts with fine features, such as small removable die inserts in dental models.

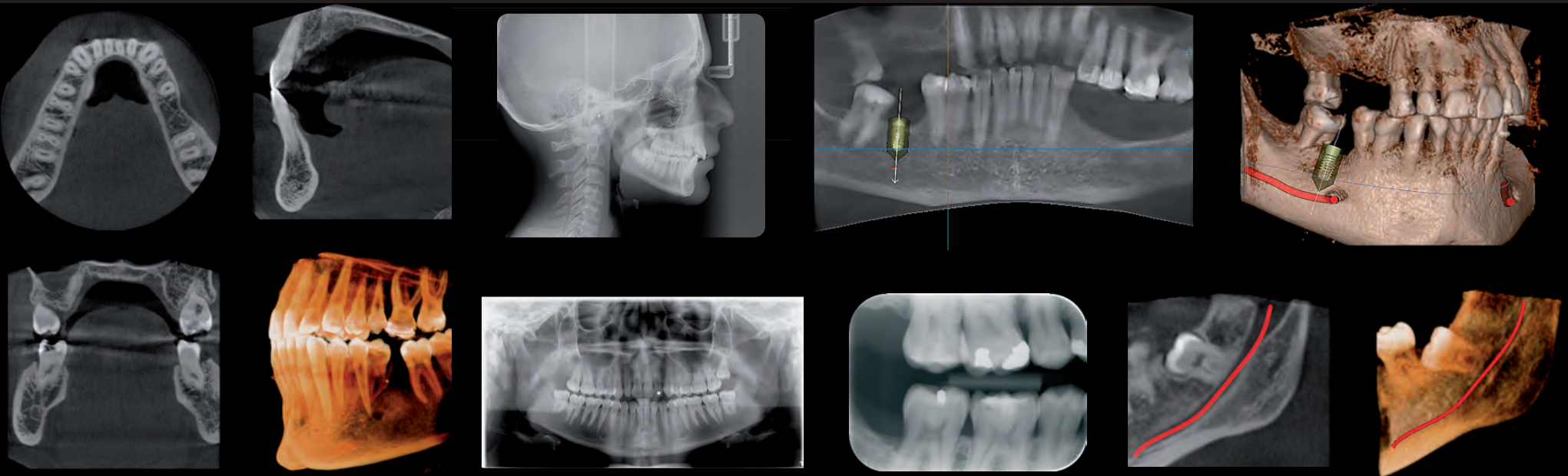
**Thank you very much for this interview. ◀◀**



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