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Interview

In preparation for IDS 2019, *today* met with Gerald Böse to speak about the event. The Koelnmesse CEO highlights that visitors can look forward to an exciting week.

» page 6



Trends in dentistry

According to international market research, the global market for restorative dentistry products is experiencing persistent growth.

» page 12



Latest products

IDS will be showcasing the most up-to-date products and services currently available on the dental market.

» pages 15–42

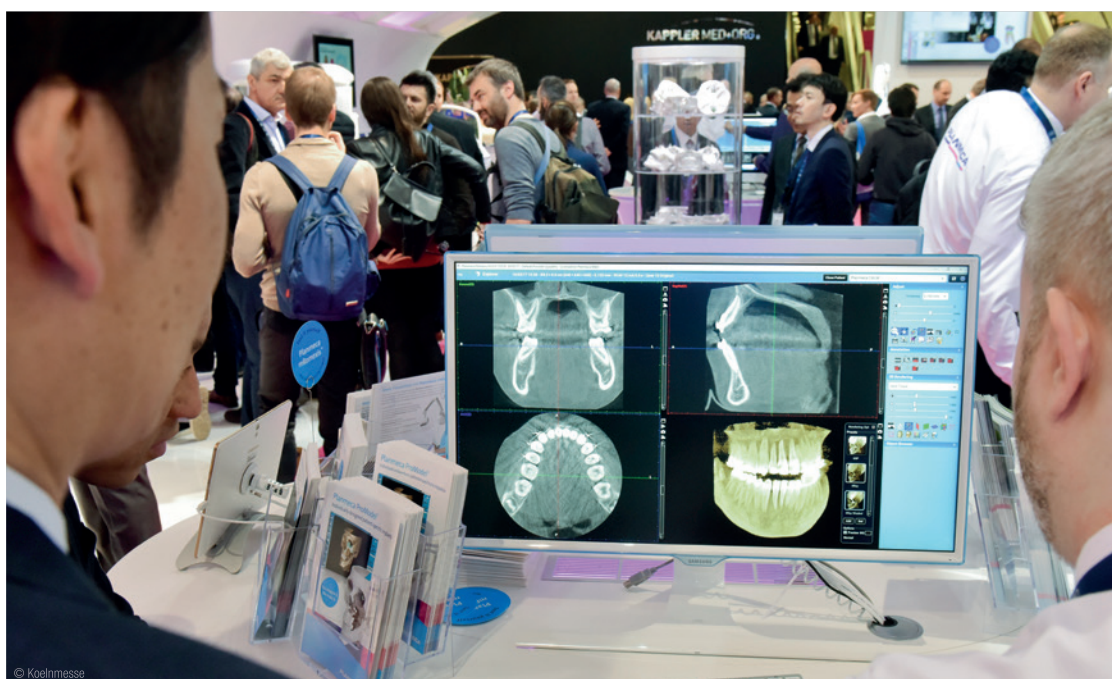
Final countdown to International Dental Show has started

Biennial Cologne event to present global state-of-the-art in dentistry once again.

By Dental Tribune International



▲ With over 155,000 trade visitors from 157 countries attending, 2017 was once again a record year for IDS.



▲ Digitalisation will remain the dominant topic in the dental industry in 2019.

■ From 12 to 16 March, the world's largest trade fair for dentistry and dental technology will be held for the 38th time. The entire dental industry, including all international market leaders, will again be represented at the International Dental Show (IDS) in Cologne in Germany. The organisers have announced the participation of around 2,300 companies from over 60 countries, well over

70 per cent of which come from abroad, indicating the growing level of internationality at IDS. The most represented countries among the exhibitors will be China, France, Italy, the Republic of Korea, Switzerland, the UK and the US.

Not only is the number of exhibitors larger this year, but owing to the high number of registrations, the organisers are anticipating that

IDS 2019 will be able to repeat the excellent result of the previous event in terms of the number of visitors too. Two years ago, 155,000 trade visitors from 157 countries attended.

In accordance with this high visitor and exhibitor demand, a decision was made to expand the exhibition space into Hall 5, bringing the show size to around 170,000 m²

in total. Besides a large food court, Hall 5 will house, among others, some of the stands held by larger companies in the field of consumer prophylaxis. Hall 5 is centrally located at the Koelnmesse grounds and its integration into IDS means that the entry boulevard can be utilised to reach nearby parking facilities, the bus station and the new visitor car park.

Besides these arrangements, at the official trade press conference for IDS, which was held on 23 January in Bonn in Germany, speakers and special guests discussed and presented the market developments and industry trends that will shape the forthcoming edition of the show.

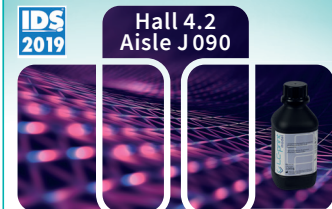
As the most important international business platform of the global dental industry, IDS offers companies and experts from all over the world unrivalled opportunities. The demand for cutting-edge dental technology is increasing on a global basis, making it all the more important for dentists, dental clinics, dental laboratories and dental technicians to remain up to date on treatment possibilities and important trends and applications.

At this year's IDS, one of the focal themes—which is affecting all industries across the globe alike—is digitalisation.

"[IDS is the] Davos of the dental industry," said Koelnmesse CEO Gerald Böse, likening the Cologne event to the unassuming Swiss alpine town that boasts mega financial clout through its hosting of the annual World Economic Forum. For Böse, the level of internationalism at the heart of IDS and the quality and depth of its industry coverage make it an obvious leader in worldwide dental events. But this status now comes with the challenge of accurately representing the digitalisation of dental practice at the exhibition.

This challenge is not without its pitfalls, commented Dr Peter Engel, president of Germany's federal association of dentists (Bundeszahnärztekammer). "IDS will be—as it already was in 2017—characterised by digitisation, this time with an even stronger emphasis," he explained. Engel told press representatives that the advancement of digitisation cannot be stopped and added the following caveat: while

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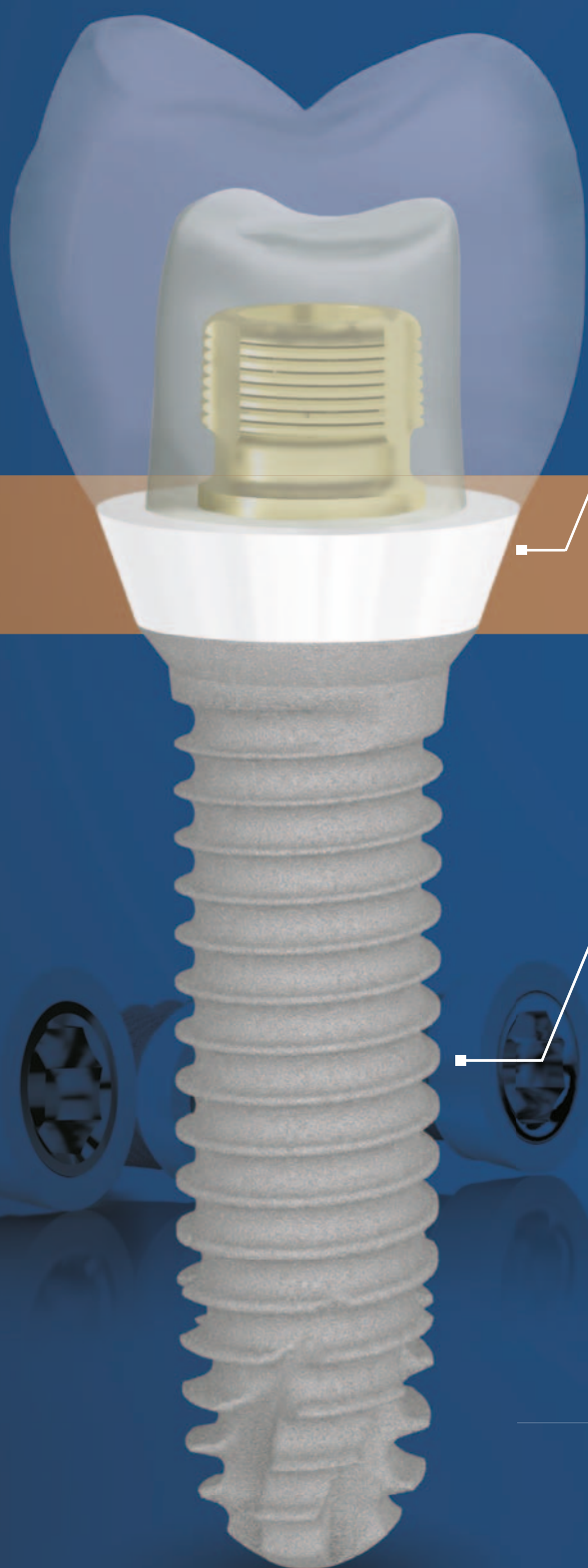
dti Dental
Tribune
International

Hall 4.1, Booth D060/F061

being embraced, the progress of digitisation in dentistry must also be critically evaluated. Engel mused: "Which new digital technologies are actually having a positive impact for dentists? What is a 'must have', and what could be better described as a 'nice to have'?"



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▲ From left to right: Frank A. Schloße (sales executive at Telekom Healthcare), Mark Stephen Pace (Chairman of the Board of the Association of the German Dental Industry), Gundula Gause (television journalist) and Gerald Böse (CEO of Koelnmesse).



▲ Koelnmesse CEO Gerald Böse (right) pointed out that IDS, as the most important international business platform of the global dental industry, will offer companies and experts from all over the world outstanding opportunities.

today ← 1

Engel commented that, for him, it remains of the utmost importance to approach the topic of digitisation with careful consideration of its impact on the ethical principles of dental practice. “One can easily gain the impression that new technologies are, by default, capable of replacing established ones,” he said. Engel then pointed out the example of the essential doctor-patient relationship, which, he concluded, is unlikely to be replaced by digital technologies any time soon.

While fully embracing the new advancements in dentistry, the event organisers made it clear that the subtleties of dental practice will not be forgotten on the show floor at IDS

2019. Summing up the discussion, Mark Stephen Pace, Chairman of the Board of the Association of the German Dental Industry, commented that “trade fairs bring people together. IDS is, as the worldwide leader in dental exhibitions, always a nose ahead.” Visitors to the show can also expect a focus on 3-D printing, which Pace called a “game changer that could make dentistry competitive once again.”

The market for 3-D printed products in dentistry is predicted to grow by between 13 and 23 per cent annually and reach a size of US\$25.7 billion (€22.5 billion) by 2030, according to a recent Koelnmesse analysis. This development is expected to occur in two phases.

The first, which revolves around the reinvention of existing products, will last until around 2020, at which point innovative materials and optimised printing methods will allow the dental industry to take on a pioneering role.

Visitors and exhibitors can already download the official IDS app and begin to explore the halls before arriving in Cologne. The app, which can be downloaded free from the App Store and Google Play, offers users an interactive view of the exhibition areas and a number of tools designed to help visitors make the most of their days at the event. With the app, users can calculate fast routes between booths and halls and utilise the messaging

function to contact exhibitors before and during show hours.

Dental professionals can still easily register in advance for IDS on the IDS website. In addition to an e-ticket, trade visitors will receive a transport ticket for buses and trains that are part of the Rhein-Sieg transport network, allowing them to choose from attractive overnight accommodation in the outskirts of Cologne and throughout the entire Rhein-Ruhr metropolitan region and travel to IDS using public transport free of charge.

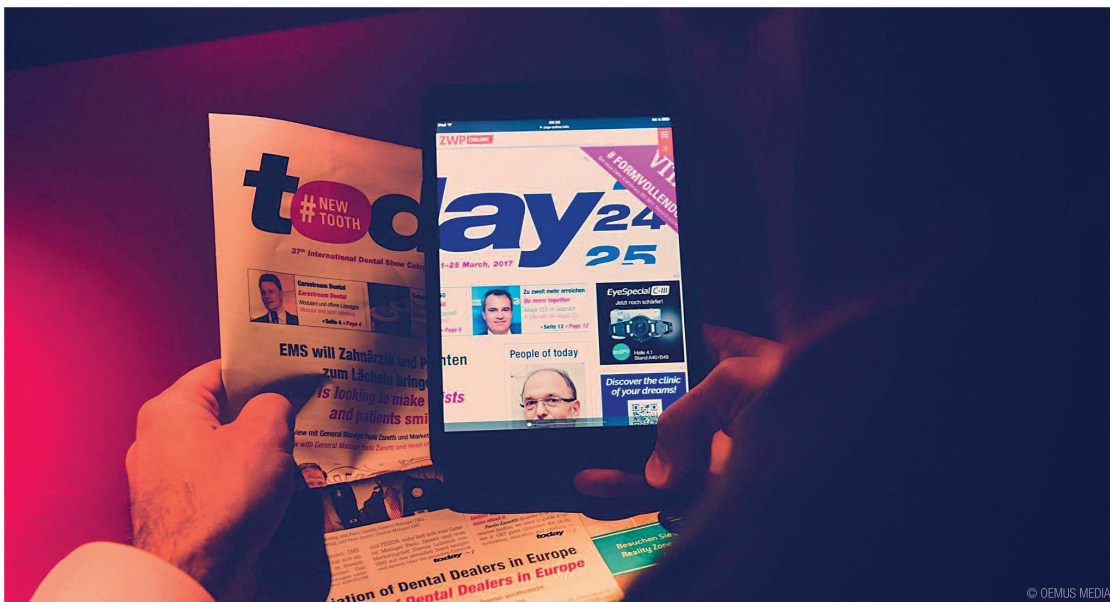
Over the past 80 years, the Association of the German Dental Industry through its Gesellschaft zur Förderung der Dental-Industrie, in partnership with Koelnmesse, has

organised IDS, guiding its development as an indispensable marketing tool for the international dental industry. As in previous years, the opening day of the fair (12 March) will be Dealers’ Day, giving exhibitors specialising in dental trade, import and distribution a platform for intensive sales negotiations. Overall, IDS will again be an essential event for those seeking to ensure direct sales and to establish direct, effective and gaugeable customer contact. The event provides opportunity for new business achievements and to accurately estimate market probability within the shortest time.

For more information, please visit www.ids-cologne.de “

20 years of *today* at IDS

Most trusted source for news and views from the event and beyond is celebrating its 20th anniversary at the world's largest dental show.
By Dental Tribune International



■ With the International Dental Show (IDS) fast approaching, preparations are in full swing at Dental Tribune International (DTI). In collaboration with its German partner OEMUS MEDIA AG the publisher will be releasing another dedicated *today* show daily edi-

tion for IDS for the tenth time. For two decades, the newspaper has been the trusted partner of exhibitors at IDS and the most comprehensive news source for visitors to the show.

Over the course of the most important trade show in the dental in-

dustry, DTI and OEMUS MEDIA AG will be publishing a total of six daily *today* issues in English and German with a print run of 10,000 copies per day. The paper will be produced on-site to guarantee the most up-to-date news, product reference guides and

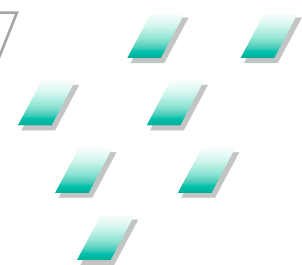
exclusive interviews. Free hard copies of *today* will be made available to IDS visitors every day and can also be accessed 24/7 online. Additionally, over the course of the event, daily newsletters featuring the newspaper will be sent to over 200,000 recipients worldwide.

Speaking about the publication at IDS, DTI CEO Torsten Oemus said he believes the paper has become so trusted because of the publisher's years of experience in producing

been the most read publication at IDS at all times owing to its relevant content and extensive distribution at the show and to 150 hotels in and around Cologne,” said Oemus.

In addition to its paper at IDS, DTI publishes special *today* show dailies for more than 80 dental shows around the globe each year. Depending on the size of the event, up-to-the-minute issues covering the respective show are produced and distributed daily. On-site edito-

“[...] today has been the most read publication at IDS at all times [...]”



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“We and the whole of Cologne are looking forward to IDS”

Interview with Gerald Böse, CEO of Koelnmesse.
By Dental Tribune International

■ IDS 2019 is expected to be even bigger and more international than the previous event in 2017. As the dental world prepares to travel to the city of Cologne for the 12-16 March event, Gerald Böse, CEO of Koelnmesse, says new developments will provide an even better trade fair experience.

The year 2017 was a record-breaker for Koelnmesse, With more than 43,000 exhibitors and over 2.1 million visitors hosted at the company's trade fairs worldwide. What role did IDS play in this success?

Yes, that's right, regarding trade fairs, 2017 was a totally successful year, in which we not only reached our ambitious growth targets, but actually even surpassed them. In 2017, we ultimately recorded a turnover of €357.9 million, hosted 43,000 exhibiting companies from 119 countries, and received over 2.1 million visitors from 218 countries at our 82 trade fairs and exhibitions. As the industry's leading international dentistry trade fair, IDS plays a very important role in our trade fair portfolio.

With an increase of 12 per cent on 2015, IDS 2017 received more than 155,000 trade visitors. What are you expecting in terms of visitors for the approaching 38th edition of the show?

The developments seen over the last several years and the responses to our visitor surveys indicate that we can expect a high increase in the number of visitors once again in 2019. We are optimistic that we will once again be able to top the result of over 155,000 international trade visitors in 2019.

Have there been any changes to the halls, facilities or services that you'd like to share with our readers?

With the integration of Hall 5, IDS has significantly expanded its floor space again. The event will now span a total exhibition space of over 170,000 m². The integration of Hall 5 creates the necessary capacity for the high exhibitor and visitor demand. Here, among others, several large suppliers of consumer prophylaxis pro-

ducts will be exhibiting. Hall 5 fits in well with the natural flow of the trade fair and is perfectly connected to the boulevard entrance between Hall 5 and 10. The boulevard entrance will be in use, as will the south, east and west entrances. In addition, the integration of Hall 5 will further enhance the overall quality of stay for visitors to IDS: a food court can be found in Hall 5.1, while the wide aisles and light-flooded passages will provide even better navigation and layout. Furthermore, the smooth, visitor-friendly access guarantees a more even distribution of visitors across all of the exhibition halls.

IDS 2019 is offering a further service that facilitates travel to IDS for trade visitors and, what's more, makes it less expensive for them. For the coming event, the IDS e-ticket includes a free transport ticket that allows holders to use public transport in the region of Cologne—for the very first time, holders can also travel throughout the entire Rhein-Ruhr metropolitan region. That means that trade visitors travelling from the metropolitan area of Düsseldorf, Duisburg, Essen, Gelsenkirchen, Mülheim and Dortmund who have booked accommodation there or who are flying into Düsseldorf can travel to the trade fair in Cologne using regional express trains and other local transport options free of charge.

Visitors will appreciate that. Koelnmesse recently reported a significant increase in international IDS exhibitor numbers. What can you tell us about this trend?

Over the expanded exhibition space, we are again expecting around 2,300 exhibitors from more than 60 countries, who will again be presenting the current trends of the dental industry. Of these, over 300 companies, all of which satisfy the demanding IDS participation criteria, will be taking part in the Cologne event for the first time. We—the VDDI/GFDI [Association of the German Dental Industry and Gesellschaft zur Förderung der Dental-Industrie] and Koelnmesse—place great value on the careful and healthy growth of IDS. The quality of the exhibitors and visi-



▲ Gerald Böse, CEO of Koelnmesse.

tors, as well as the amount and topicality of innovations on display, make IDS the most comprehensive showcase and the liveliest and most significant marketplace of the dental world.

IDS 2017 had a focus on digital production and diagnosis methods. Will we see another strong digital focus this year, and what other aspects of dentistry do you expect to come to the fore?

Improved digital workflows and additive manufacturing are at the fore of international development being seen in dentistry. Digitalisation is advancing at a dynamic pace. As such, innovation cycles are becoming increasingly shorter. The innovative power of the industry becomes particularly clear here, and digitalisation is extending across all segments of the dental world.

In relation to the current trade fair market environment, what can IDS exhibitors expect, in terms of buyers and decision makers walking the halls?

Over 155,000 visitors from 157 countries, with 60 per cent of visitors from abroad—the figures from the last event clearly demonstrate where the strengths and KPIs [key performance indicators] of IDS lie: in the quality of the participants, on both the visitor and exhibitor front. IDS in Cologne is the global industry platform; this is where the dental world meets up. This status is synonymous with an exceptionally strong presence of international decision makers.

What are the long-term prospects of IDS, and what is necessary to keep building on a successful event?

The development and success of IDS over the past several years permits us to look positively ahead to the future. However, nobody can afford to stand still in our industry. That is why shortly after IDS 2019 we will get together with the GFDI, the commercial enterprise of the VDDI, the organiser of IDS, and jointly work out how we have to

align ourselves in order to ensure that we can continue this success on a sustainable basis.

Lastly, IDS 2017 saw Cologne called the five-day global capital of dentistry. With the dental world now about to arrive in the city, how would you describe what the host city has to offer?

Even though business is the focus at IDS, visitors and exhibitors will no doubt explore and enjoy the cathedral city. The heart of the metropolis, with over a million inhabitants, lies in close vicinity to the fairgrounds, separated only by the Rhine—the lifeline of the people from Cologne—with its liberal, friendly and cosmopolitan citizens. In addition to the cultural sights, which span the city's long history of Roman settlement all the way to the present day, the Cologne lifestyle can best be experienced in the many restaurants, breweries and pubs. We and the whole of Cologne are looking forward to IDS. ◀



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Game changer of 3-D printing: Dentistry is a trendsetter

■ New treatment modalities, new forms of teamwork, new business models—when it comes to 3-D printing, dentistry is one of the pioneers. According to a recent analysis, the global market for 3-D printing products will grow by an annual average of between 13 and 23 per cent to reach a total volume of €22.6 billion by 2030. Regarding medical technology in particular, the volume will grow to €5.59 billion by 2030. According to experts, this development will occur in two phases: until 2020, there will be a prevailing focus on the reinvention of already existing products; after that, the focus will turn to the development of innovative materials and optimised printing processes. The printing of frames through laser-assisted processes is already established, whereas new dental frames made of plastic materials are being developed. According to market analysts, however, the possibilities regarding orthodontic appliances, prostheses, crowns, bridges, aligners and models are most promising. In terms of prophylaxis, an individualised 3-D printed dental floss holder is considered to be among the most advanced developments. When it comes to communication,

real-time images have already proven themselves. In this context, a digitally modelled smile of a patient serves as the basis for a 3-D printed silicone model. Furthermore, a robot has already successfully implanted two 3-D printed teeth into a patient. Apart from that, in order to reconstruct the original form of a patient's jaw after oral tumour removal, it is already possible to scan the defect and manufacture a template by means of 3-D printing. This template then guides the extraction of a bone block from a different area of the body (for instance, the fibula), which is subsequently transplanted into the oral cavity.

Today, there are a wide range of different processes. These include stereolithography, which is ideal for manufacturing surgical guides owing to its precision down to the lower double-digit micrometre range. There is also the digital light processing technique, which is characterised by its high speed: owing to a one-time exposure instead of a moving laser beam, each layer of the object polymerises almost instantly. Apart from that, the Polyjet process, which closely resembles the functionalities of an office printer, can

achieve extremely high precision. Within the context of both plastic and metal printing, there is the selective laser melting technique, the selective laser sintering technique and LaserCUSING. At IDS 2019, the entire spectrum of these processes will be on display with a view to their already existing clinical applications. In this regard, the exhibitors will be happy to elaborate on the properties of printable materials, software solutions and services, which are tailored to the needs of dental practices and laboratories.

“Within the field of 3-D printing technologies, many great things have already been achieved that were not yet foreseeable to their full extent some years ago. It is now clear that 3-D printing is going to significantly change digital workflows in the long run,” said Mark Stephen Pace, Chairman of the Board of the Association of the German Dental Industry, ahead of IDS 2019. “Constant developments in the field result in new clinical, technological and economic possibilities, which in turn lead to innovative business models. There is no better place than IDS 2019 to comprehensively experience the resultant possibilities for one's own dental practice or laboratory.” ◀



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Focus on long-term outcomes of periodontal therapy

■ As the top event for the dental industry globally, IDS will present the entire range of products available on the market worldwide, with a focus on periodontology. As such, the upcoming IDS will offer an overview of both established and new methods in periodontitis prevention and therapy, specifically emphasising follow-up care through biofilm and recall management as integral to long-term success.

"The coming IDS offers attractive innovations in many areas, from the diagnostic process to the supporting periodontal therapy, through to periodontal surgery," emphasised Mark Stephen Pace, Chairman of the Board of the Asso-

ciation of the German Dental Industry. With the growing need for care, there are increasingly more effective options for the prevention and treatment of periodontitis, he said. "At the International Dental Show in Cologne this progress can be experienced close up. With tangible product innovations and direct contact with the respective manufacturers, IDS offers all visitors real added value."

IDS will showcase the entire range of periodontal treatment products, including manual tools, ultrasonic and powder jet systems, periodontal probes and pressure-calibrated alternatives, software solutions and adjuvant therapies. The last include

laser-controlled methods, immune modulation and the application of antimicrobial substances. Beyond the minimally invasive methods, surgical options, such as lobe operation and soft-tissue grafts, will also be covered. In addition, visitors will be able to learn more about bacteria, DNA tests and modifications, such as leukocyte telomere length attrition, as well as assessment methods for genetic periodontitis and tissue destruction processes for accurate treatment planning. Because regular follow-up care is key to success in periodontal treatment, particular attention will be given to recall and supportive periodontal therapy and monitoring. ◀

Digital endodontics: IDS to showcase wealth of possibilities

■ The success of endodontic therapy depends on many factors, including the detection of all root canals, their hermetic seal and the nature of subsequent coronal care. How the latest innovations for the individual treatment steps can be optimally put to use will be shown at the 2019 IDS in Cologne.

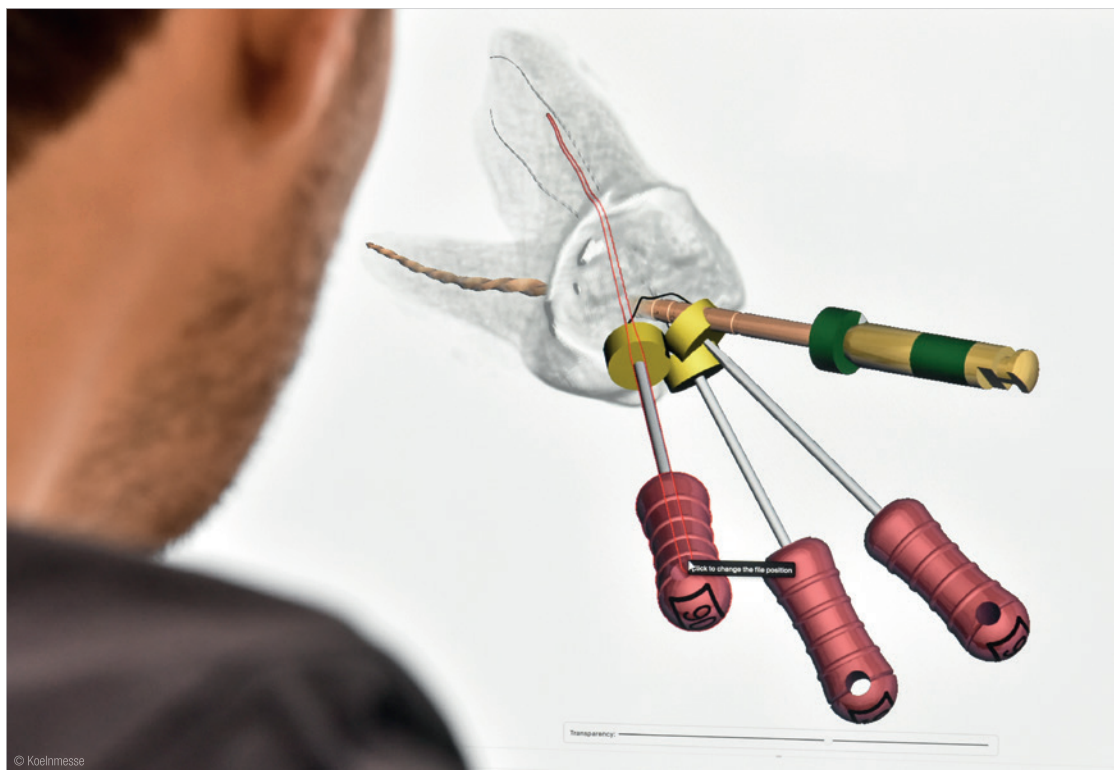
Today, the success rates of endodontic treatments over a period of ten years are typically more than 90 per cent. In order to optimise treatment outcomes even further, dental practitioners seek to use and benefit from the best technologies on the market. Digitally supported endodontics has given rise to new

Now, development is moving in the direction of virtually pre-planned root canal therapy and guided endodontics (similar to implantation guided by a surgical template).

Despite the digitalisation process, many proven products and processes will, of course, retain their importance. Therefore, they are being progressively developed and improved. Partially heat-treated files, for example, are even more flexible, which is an advantage in anatomically complex cases. Furthermore, the use of lasers could potentially make the disinfection of prepared root canals even safer in the future, such as PIPS (pho-

filling of the canals and, if necessary, the creation of space for a root post.

With the support of software and 3-D radiographs, planning for procedures is continuously becoming easier. This boosts the safety of treatment and improves long-term outcomes. On the monitor, the dentist can now visualise the root canals from top to bottom. The software proposes files of the right sizes, matching gutta-percha points and much more. This technology also offers the possibility to virtually simulate the treatment in advance. There is also the possibility of a division of labour, with the



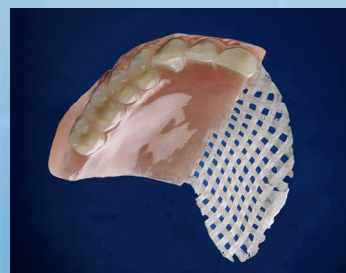
possibilities, having already replaced analogue radiographs with digital 2-D radiographs. For several years, practitioners have had access to endodontic motors that can be controlled from a tablet, offering advantages in documentation and patient communication, for example.

ton-induced photoacoustic streaming) or SWEEPS (shock wave enhanced emission photoacoustic streaming). During obturation, motor-driven extruders can simplify the dental procedure by combining all the necessary functionalities: the introduction of gutta-percha, the

planning done by the specialist and the treatment implemented by the principal dentist. The next area of advancement is guided endodontics, which will, for example, provide a template for introducing the glide path file into the canal at the optimal angle. ◀

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Booth B065 Hall 10.1

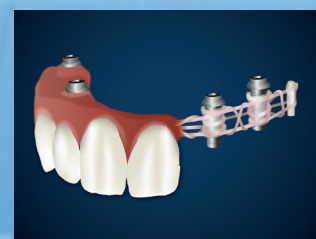
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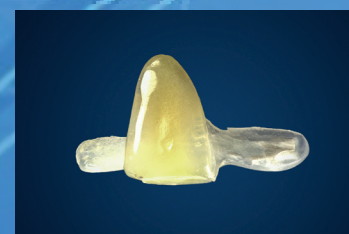
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