IDS news 09

Special edition for Cologne's trade show

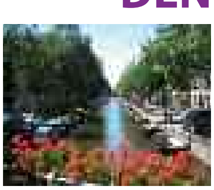
Infodent Hall 4.1 Stand A088 - C089

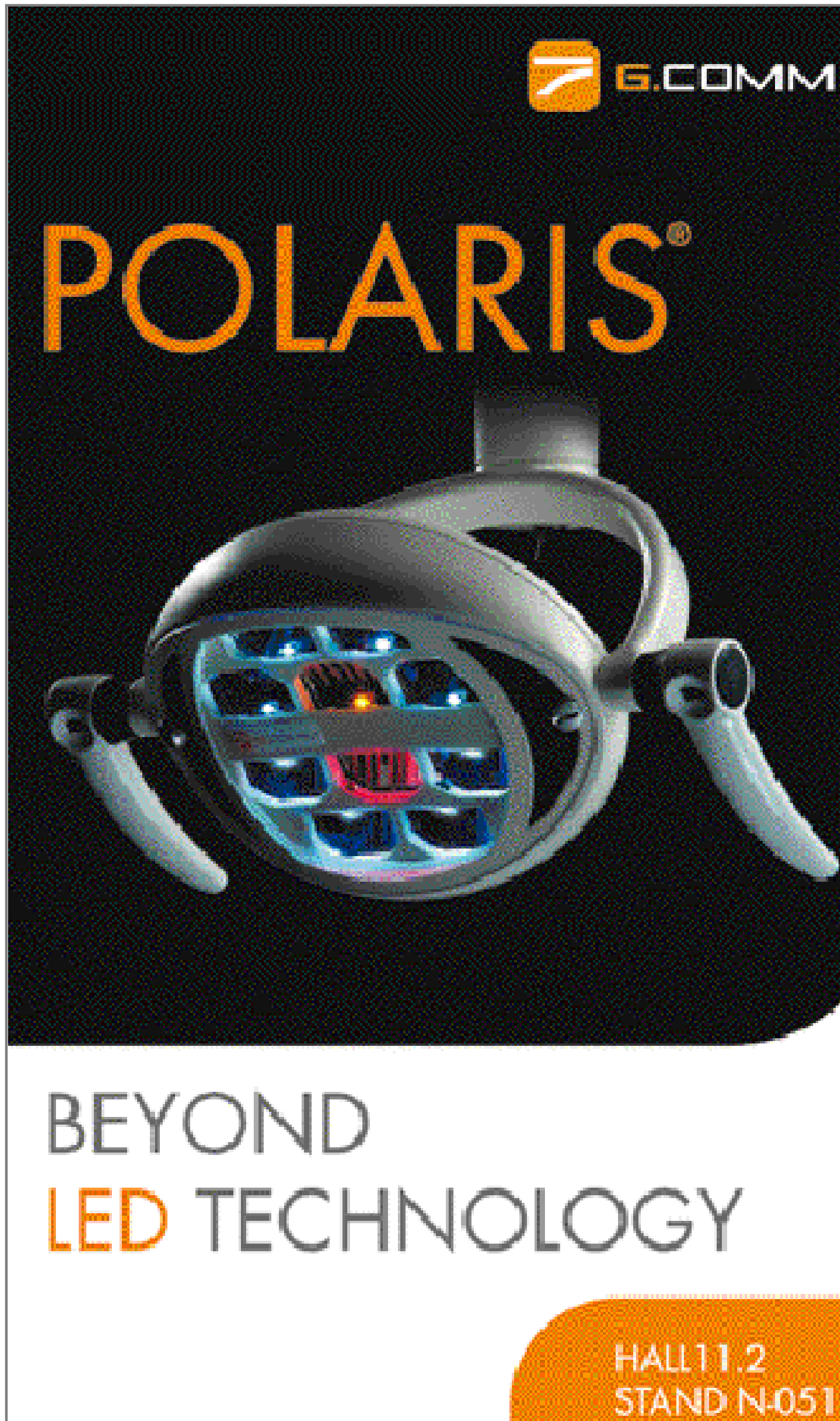
COLOGNE guide

nightlife, dining and **culture**

IDS Exhibition floor plans

DENTAL Market reviews





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INFODENT AT IDS 2009

A Meeting Point for the international dental industry, gathering manufacturing companies and products from United Kingdom, Sweden, Norway, Italy, Spain, Japan, Pakistan, Taiwan, Morocco, Mexico.

Our 87 sqm stand in Cologne will provide a comfortable platform for companies wishing to find new business opportunities and to meet trade partners from the worldwide dental market… and a tasty cup of Italian coffee at the bar!

INFODENT Hall 4.1
Aisle A – No. 088
Aisle C – No. 089

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Companies exhibiting at Infodent's booth are:

Micro Tech. Corp. - Operating lights, diagnostic devices

Dentmate Technology Co., Ltd - Light Polymerisation Devices (D)

Mirrodent AB - Suction devices, Evacuation cannulae, Examination instruments

Tanchy Instruments - Impression materials, Instrument stands, Orthodontic supplies, Mixing bowls, Impression trays, Surgical instruments, Filling instruments, Injection instruments, Infection cannulae, Orthodontic instruments, Matrix systems / Matrix holders, Measuring instruments, Periodontal instruments, Scalpels, Spatula, Examination instruments, Tooth cleaning instruments, Tungsten carbide instruments, Materials for orthodontic equipment, Instrument stands, Articulators, Mixing instruments, Plaster knives and saws, Measuring instruments, Modelling instruments, Laboratory pliers, Tray and other container systems

Satou/Mokuda Dental Co., Ltd - Products for emergency cases, Tooth cleaning instruments, Plaque detectors

Hospimed Mfg. - Impression trays, Evacuation cannulae, Bite registration instruments, Surgical instruments, Filling instruments, Injection instruments, Injection cannulae, orthodontic instruments, Matrix systems / Matrix holders, Measuring instruments, Periodontal instruments, Scalpels, Spatula, Examination instruments, Tooth cleaning instruments, Diamond instruments, Tungsten carbide instruments, Steel instruments, Root canal instruments, Implantation instruments, Articulators, Mixing instruments, Plaster knives and saws, Measuring instruments, Modelling instruments, Laboratory pliers, Diamond instruments, Attachments, Tray and other container systems

Mirage Dental Products Ltd. - Oral irrigators, Dental care products, Denture care, Dental floss

Faprodent / Stardental - Waxes, Plasters, Synthetic resins for inlays, crowns and bridges, Denture base polymers, Acrylic resin teeth

Hexagon International (GB) Ltd. - Cotton rolls/Tampon strips

Saga Dental Supply A/S - Orthodontic expansion and other screws, Orthodontic brackets

Gestenco International AB - Adhesives, Instrument stands, Orthodontic supplies, Orthodontic instruments, Orthodontic expansion and other screws, Orthodontic wires and brackets

Smile Creation SL - Bleaching systems

Coramex S.A. - Photographic systems, Imaging systems, Diagnostic devices

IDS 2009 INTERNATIONAL DENTAL SHOW

• Exhibition fact and figures

Date:
24 to 28 March, 2009

Opening times:
Exhibitors: 8.00 a.m. – 7.00 p.m.
Visitors: 9.00 a.m. – 6.00 p.m.

Construction and dismantling periods:
Construction period: March 17 – 23, 2009
Dismantling: March 28-31, 2009

Admission fees:
Online-Shop
1-Day ticket:
13,00 EUR
2-Day ticket:
17,00 EUR
Season ticket:
21,00 EUR
1-Day ticket for students and trainees: 7,50 EUR

Figures for the previous event:

Exhibitors:	1,742
Gross exhibition space:	130,000
Visitors (Visits):	100,522

In 2007, 62 per cent of exhibitors and 29 per cent of visitors who attended IDS came from abroad. This above-average number of foreign participants shows that the fair enjoys an excellent reputation worldwide and increases its appeal for international business.

• Travel offers and services for IDS 2009

Rail ticket from 89 euros
Exhibitors and visitors to IDS Cologne 2009 pay only 89 euros for a 2nd class return ticket to Cologne and back with Deutsche Bahn if the distance travelled is less than 350 kilometres and guests book specific trains (1st class: 109 euros). Ticket for distances over 350 kilometres to Cologne and back cost 119 euros in 2nd class and 169 euros in 1st class when a specific train is booked (choice not available on Fridays and Saturdays). Tickets are valid from 12 to 30 March 2009, and they must be presented with a print-out of online registration as an expert visitor, an admission ticket or IDS exhibitor ID. Tickets are available on +49 (0) 1805 31 11 53. Anyone arriving by train can step out from the station Köln Messe/Deutz, located within the grounds of the trade fair centre. The new southern entrance to Koelnmesse is only a few steps away.

Travel packages online
Exhibitors and visitors can book rooms in one of over 70 Koelnmesse GmbH partner hotels using the www.ids-cologne.de homepage. Moreover, they have access to travel packages (flight, hotel and hire car) as well as services in Cologne, including transfers, city tours or admission tickets to cultural events, which are available at reduced prices.

Public transport / Car
The trade fair centre is very well connected to public transport routes. Visitors, exhibitors and journalists can also use their admission ticket, their ID or their accreditation to get free travel on Rhein-Sieg public transport (VRS). For those arriving by car, ten motorways lead to Cologne's motorway ring road, equipped with a dynamic traffic guidance system which guides drivers to one of Koelnmesse's almost 15,000 parking spaces.

Flight
Cologne's trade fair centre is very quick and easy to reach from all European metropolises by plane. Copenhagen, Berlin, Paris, Prague, London, Munich, Milan and Zurich are only around 60 minutes away from Cologne/Bonn Airport by air. Suburban rail connections between the airport and the trade fair centre leave every 20 minutes with a journey time of 15 minutes. Cologne/Bonn Airport has also developed into a hub for low-cost carriers in the last few years: numerous airlines connect Cologne with about 130 destinations for very good prices. For German exhibitors and visitors, several flights are available everyday with Germanwings and Hapag-Lloyd-Express from and to Berlin, Hamburg, Munich and Dresden. The following airlines are among those connecting Cologne with countries around the world. It's worth taking time to check their homepages regularly.

Air Berlin:
Tel: +49 (0) 1801 737 800 - www.airberlin.com

Dba:
Tel: +49 (0) 1805 932 322 - www.flydba.com

Easyjet:
Tel: +49 (0) 1803 654 321 - www.easyjet.com

Germanwigs:
Tel: +49 (0) 1805 955 855 - www.germanwigs.com

Hapag-Lloyd Express:
Tel: +49 (0) 180 509 3 509 - www.hlx.com

InterSky:
www.intersky.biz

Lufthansa:
Tel: +49 (0) 1803 803 803 - www.lufthansa.com

Source:
www.ids-cologne.de

COLOGNE: A COLOURFUL MIX OF OLD AND NEW

Cologne is like a mosaic, put together by its town district, the "Veedel", each one with its own history and lifestyle. The Old Town with its narrow alleyways is the medieval harbour district, the modern city centre is still situated on the site of the Roman town, the Ring in the new town of the 19th century gives the South district (Südstadt), the University district (Univiertel), the Belgian district (Belgisches Viertel) or the North district (Nordstadt) a certain flair with its avenues and 19th century houses.

On the right bank of the Rhine the formerly independent, small towns of Mülheim and Deutz still maintain their individuality today. The old workers' districts like Ehrenfeld and Nippes are now a lively mix of traditional milieus and young subcultures.

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Besides the inner city districts, there are also many more which are worth an excursion, such as the picturesque Zündorf in the South; the old villa quarter, Marienburg; Riehl with the zoo and the botanical gardens; Sülz, close to the University; the "Northrhenish villages" from Merkenich to Worringen in the North; Holweide with its castels built in water; respectable Klettenberg; Chorweiler, an example of 1970s urban development, and much more. Cologne is well-known for its beer, called Kölsch, which is also the name of the local dialect.

Two thousand years if history have given Cologne a colourful profile mixing old and new, cosmopolitan and provincial, picturesque and industrial. In the year 38 B.C. the Germanic tribe of the Ubii settled on the left bank of the Rhine, in the village of Oppidum Ubiorum, where later Agrippina, wife of Emperor Claudius, was born. Thanks to her, in the year 50 the village received the full Roman town rights as Colonia Claudia Ara Agrippinensium, a name that didn't survive except for the legal title Colonia, transformed into Köln in the vernacular. The Roman Cologne had about 20,000 inhabitants and was surrounded by a 3.9 km long water pipe from the Eifel region, with a fortress on the right bank of the Rhine named "Divitia", later turned into the modern Deutz.

Continues on page 7 >>

The attacks by the Franks in the 4th century led to the decline of urban culture in Cologne, but it maintained some significance as a diocesan town in the early Middle Ages. A renewal came in the 10th century, when the Cologne archbishops secured numerous privileges to the well-situated trading centre, as the right to raise customs duty. Craftsmen and traders settled in Cologne and the town expanded in the following centuries, becoming the largest German city with an area of 402 hectares and around 40,000 inhabitants in the late 12th century.

Numerous collegiate churches and cloisters had a great influence on the fortunes of the city, and the Romanesque churches built in the 11th and 12th centuries still characterise the cityscape today. The building of the Gothic cathedral, the most important

sacred building in the city, begun in 1248, but took over 600 years to be completed.

The rising conflicts between traders and archbishops brought to the deciding battle at Worringen (today a district in the North of the city) in 1288, after which archbishops had to leave Cologne and rich aristocratic families took over the government. In 1396, however, Cologne people broke the supremacy of these families establishing a civil constitution and an elected council.

In the following centuries the city lost its leading position because of the decline of the Hanseatic League, the shift of trade routes on the ocean after the discovery of America and the turmoil of the 30-Years War. At the end of the 18th century Cologne had 50,000 inhabitants and still was a medieval city behind its walls, but stagnation ended with the occupation of French and

Prussian troops between 1794 and 1814, enabling reforms and new rise of the cathedral city. Industrialisation in the 19th century brought the number of inhabitants to treble by 1870 and many industrial areas around Cologne emerged – some of them from small towns such as Mülheim and Deutz, others from villages and farms in the surrounding countryside such as Nippes, Kalk or Sülz; some practically grew up out of the fields like Ehrenfeld or Bayenthal.

The city walls were finally pulled down between 1882 and 1889, giving room to the construction of the ring-shaped new town around the medieval Old Town, whose central axes are the rings. Out of town, parks form the inner green belt and link up to the suburbs. The suburbs were incorporated after the First World War, with an ever-increasing extension of transport connections enabling a continuously stronger density in population in the outlying districts and on either sides of city boundaries. With around 1 million inhabitants Cologne is today the 4th largest city in Germany.

THINGS TO SEE...

Cathedral (Dom)

The cathedral or Kölner Dom is Cologne’s landmark number one and to this day the dominant structure in Cologne's skyline. Started in 1248 to hold the relics of the three kings in their golden shrine, the building was finally completed in 1880. The cathedral measures 156 metres up to the tips of the spires; one needs to climb 509 steps in order to gain a view of the city from the 95-metre-high vantage gallery on the South Tower (Peter’s portal). The stairway begins to the right of the main portal; half-way up one can see the seven cathedral bells, underneath is also the largest free-swinging church bell in the world – the 24-ton Peter’s bell, which is called “dicker Pitter” by the people of Cologne.

One of the richest treasures of Christianity lies in the Domschatzkammer, or treasury chamber. Many visitors every day admire the gothic building, the wonderfully crafted coloured windows or the golden shrine displayed in the Dom. Especially at night, the illuminated cathedral is an unforgettable sight. Being UNESCO world cultural heritage, this is a must-see when you're in Cologne.

Around the Cathedral

On the Domplatte, the area in front of the cathedral, there is always a colourful mixture of people to be found - pavement artists, travelling entertainers, street musicians and tourists meet in front of the main portal. Right next to the cathedral on Roncalliplatz you can find the Roman-Germanic Museum - here, you can take a tour into the past and view objects and exhibitions about Cologne’s long and diverse history, everything from Roman to Charlemagne’s times and later. A few steps away there is the Am Hof square, decorated by the Hinzelmännchenbrunnen (Brownie Fountain), donated in 1899 at the hundredth birthday of the poet, August Kopisch, who wrote a “Ballad of the Brownies”.

On the other side of the cathedral is the Hauptbahnhof, Cologne's central station. Behind the cathedral, right on the Rhine-front are the Museum Ludwig and the Köln Philharmonie. The Museum Ludwig owns one of the finest collections of modern art from expressionism until today, world-wide. From German expressionists to New Realism or Pop Art, the Museum Ludwig is a must-see for friends of modern art. Pass Museum Ludwig and go up to Heinrich-Böll-platz for an amazing view of the Rhine, then via the steps or the path towards the Rhine Garten. Up above, the sculpture “Ma’alot” (Steps), by the Israeli artist Dani Karavan, who arranged the whole area in 1986 with bricks, granite, a rail track and various plants. One reaches the Hohenzollern Bridge on the left, next to the sculpture. From the middle of the bridge, you enjoy a wonderful view over the river Rhine and the cathedral.

Altstadt (Old Town)

The Altstadt is the oldest and most picturesque part of Cologne with small, winding alleys and old houses that were carefully reconstructed after World War II. Many of the restaurants here have been under family manage-

>>

ment for generations, and it's certainly the most traditional part of Cologne. Many small hidden places like the Ostermannplatz are waiting to be discovered between the romantic old streets. At night, the Altstadt is packed with people partying in the small pubs and bars around Altermarkt, in the traditional Brauhäuser or in the restaurants on the riverfront facing the Rhine where you can enjoy the Kölsch, Cologne beer specialty served in handy, slender 0,2 liter glasses. Around Altermarkt, several of the picturesque old citizen's houses from the 14th to the 17th century can still be seen.

One of the largest of Cologne's Romanesque churches that are within the limits of the old city walls is St. Martin, built on old Roman foundations and the large, square tower was finished in 1220. It is one of the major structures in Cologne's skyline, dominating the Rhine-front together with the Dom. The area around the church is called "Martinsviertel" accordingly.

Hohenzollern Bridge (Hohenzollernbrücke) and the banks of the Rhine in Deutz

The distinctive curve-shaped Hohenzollern Bridge is the railway bridge between the main train station (Hauptbahnhof) and Deutz, however one can go over the bridge to the other side of the river bank on foot.

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The view of the Altstadt, the Old Town, is marvelous, especially when the cathedral, Martinskirche and the promenade of the Old Town are illuminated with different coloured lights. The right-hand bank of the Rhine, called the Kennedy bank (Kennedyufer), in front of the exhibition centre in the district of Deutz, offers an impressive view of the cathedral and the Old Town – particularly at sunset. A wide path and cycle path go along the bank and further to the north the Rhine Park in Deutz joins the Kennedy Bank where visitors can have a break and a look at the view.

Köln Triangle Panorama

On the banks of the Rhine in Deutz – Deutz Station and the Hohenzollern Bridge – the office tower block known as "Köln Triangle" provides the most impressive view of panoramas from an airy viewing platform 104 metres above the ground. The Café/Bistro L'Orange and the Asian restaurant Mango's provide culinary delights.

Historical points of interest

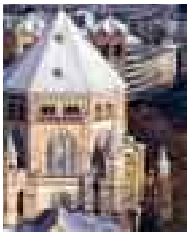
- The Roman city wall
Komödienstr. / Zeughausstr.
Tram stop: Dom/Hbf

- Praetorium and Archaeological Zone, Römisch-Germanisches Museum
Governor's palace, forum, thermal baths
Kleine Budengasse / Tues-Sun, 10-17
Tram stop: Dom/Hbf or Rathaus

Continues on page 13>>

Romanesque Churches (info on www.romanische-kirchen-koeln.de):

• St. Gereon – Gereonsdriesch 2-4, tram stop: Christophstr./Media Park



• St. Ursula – Ursulaplatz 24, tram stop: Breslauer Platz/Hbf

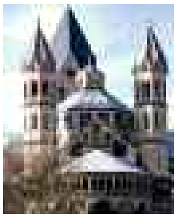
• St. Severin – Im Ferkulum 29, tram stop: Chlodwigplatz

• St. Maria im Kapitol – Marienplatz 19, tram stop: Heumarkt

• St. Georg – Georgsplatz 17, tram stop: Waidmarkt

• St. Panthaleon – Am Pantaleonsberg 2, tram stop: Poststr.

• St. Aposteln – Neumarkt 30, tram stop: Neumarkt
Groß St. Martin – An Groß St. Martin, tram stop: Heumarkt



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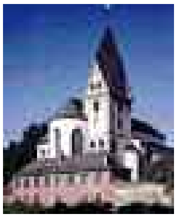
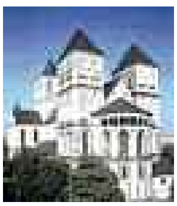
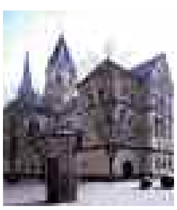
- St. Maria Lyskirchen – An Lyskirchen 12, tram stop: Heumarkt



- St. Kunibert – Kunibertsklostergasse 2, tram stop: Breslauer Platz/Hbf



- St. Andreas – Komödienstr. 4-8, tram stop: Dom/Hbf



- St. Cäcilien – Cäcilienstr. 29, tram stop: Neumarkt

Historical Town Hall

Rathausplatz, tram stop: Dom/Hbf or Rathaus
The oldest, gothic part of the old city hall was built in 1330, then over the course of several centuries additions like the 61 meter high tower from the 15th century (1407 - 1414) and the

Renaissance patio from 1569 were made. Under the glass pyramid in front of city hall is a Jewish ritual bath, the Mikwe, from the 12th century that was discovered during construction work, and the modern building on the other side of the place is the home of the Wallraff Richartz Museum. The Wallraff Richartz Museum features art from 14th to 20th centuries and has one of the largest collections of medieval art in the world.

- Houses of the Tradesmen and Craftsmen and Overstolzenhaus

Alleyways around Alter Markt / Rheingasse 12, tram stop: Heumarkt

- Gürzenich

Martinstr. 29-31, tram stop: Heumarkt

Continues on page 17 >>


LEONARDO
Improved design for better comfort
Migliore Tenuta
Easier Handgrip
Migliore Pulizia
Improved Cleaning
Migliore Comfort
Better Comfort
A
L' Innovazione
Leonardo è la nuova linea di strumenti completamente in acciaio inossidabile che si distingue per l'innovativo disegno del manico con "grip" elicoidali e per la forma anatomica.
Il Design
Il diametro del nuovo manico è maggiorato rispetto allo standard degli strumenti con manico pieno presenti sul mercato, il suo diametro è infatti di 7 millimetri anziché 6 e questo già di per se aumenta la facilità della presa e quindi la manovrabilità dello strumento. Le tradizionali zigrinature sono sostituite da solchi elicoidali che offrono una maggiore barriera all'adesione dei residui di lavorazione ed una maggiore facilità di rimozione di questi. L'anatomia del manico, insieme ai solchi elicoidali, conferisce allo strumento un buon comfort per le dita e per la mano.
Lo Stile
Il design è stato inoltre pensato anche per conferire allo strumento un aspetto esteticamente più gradevole, meno riconducibile ad una produzione industriale e più simile alla tradizione artigianale, sinonimo di attenzione e cura per la qualità e per i dettagli.
Innovation
Leonardo is the new instruments line, entirely made of stainless steel, differing for the innovative handle design with an helicoidal grip and an anatomic shape.
Design
The new instrument diameter is increased, compared with the standard of instruments having a full handle, present on the market, its diameter is in fact 7 mm instead of 6, so this allows an easier grip and a good instrument handling.
The traditional grooving are replaced with helicoidal tracks which offer in the mean time a bigger barrier to the working waste adhesion and an easier removal of them.
The handle anatomy together with the helicoidal tracks give the instrument a good comfort for the fingers and the hand.
Style
The design was also thought to give the instrument a more aesthetically pleasant aspect, less referring to an industrial production, more similar to the craft tradition, meaning attention and care for the quality and the details.
Forma Anatomica
Anatomic shape
Solchi elicoidali
Helicoidal tracks
Manico maggiorato (7mm)
Increased handle
IDS
24/28 March 2009
Visit Us
HALL 10.1
AISLE D-048
AISLE D-049
ASA DENTAL
PROGETTAZIONE E PRODUZIONE STRUMENTI DENTALI
DESIGN AND MANUFACTURING OF DENTAL INSTRUMENTS
ASA DENTAL S.p.A.

• The Old Jewish Quarter
Judengasse, tram stop: Dom/Hbf or rathaus

• Prussian Fortifications
Tram stops: Ubierring, Eifelplatz, Lohsestr.

Köln Welcome Card

The Köln Welcome Card offers a cheap opportunity to discover Cologne. The card entitles to reductions on the admission to museums, discounts on leisure centres, theatre and musical events as well as guided tours of the town and many other sights. Special offers are also available in many restaurants and bars and in various retail shops.

During the card's period of validity travelling by bus or rail throughout the Rhine-Sieg region transport network is free. The card for singles or families/groups valid for 24, 48 or 72 hours (price range: 9 – 38) is available at Cologne Tourist Board in the city (Unter Fettenhennen 19, Am Dom) or at the airport, as well as in many hotels.

CULTURE

MUSEUMS

Römisch-Germanisches Museum

Roman finds, artefacts from the Stone Age and the Franconian Early Middle Ages
Roncalliplatz 4
Open: Tue – Sun, 10-17
Tram stop: Dom/Hbf

Kölnisches Stadtmuseum

Former arsenal of Cologne citizens: knights' armour, historic plans and models, depictions of the political and cultural history of the city.
Zeughausstr. 1-3
Open: Tue 10-20, Wed – Sun 10-17
Tram stop: Appellhofplatz

Museum Schnütgen

Sculptures, carved pictures, textiles, glass painting from the Early Middle Ages up to Baroque presented in the ambience of the medieval church St. Cäcilien.
Cäcilienstr. 29
Open: Tue – Fri 10-17, Sat/Sun 11-17
Tram stop: Neumarkt

Kolumba Art Museum of the Archdiocese of Cologne

The collection comprises Western art from Late Antiquity to the present; the architecture unites a modern building with the ruins of the Late Gothic St. Columba's church, the chapel of the Madonna in the Rubble and an archaeological excavation site.
Kolumbastr. 4 (Altstadt)
Open: daily except Tue 12-17
Tram stop: Dom/Hbf or Appellhofplatz

Wallraf-Richartz-Museum Fondation Corboud

Collection of western painting from the 13th until the 19th centuries, from old German panel painting to the Dutch masters and French Impressionism. Martinstr. 39
Open: Tue 10-20, Wed – Fri 10-18, Sat/Sun 11-18
Tram stop: Dom/Hbf, Heumarkt, Rathaus

Continues on page 20 >>


Phantom Head Assembly
€216.-
Single Dental Simulator
€675.-
Dual Head Simulator
€990.-
Typodont Jaw
Typodont Articulator
Typodont Teeth
Education Models
Implant Training Mandible
Patient Education DVD
IDS 2009
Hall No. 4.1
Stall No.
D070/E071

Museum Ludwig
Modern art from the Russian Avantgarde to Pop-Art, Picasso collection.
Bischofsgartenstr. 1
Open: Tue – Sun 10-18
Tram stop: Dom/Hbf

Käthe Kollwitz Museum
Tribute to the artist Käthe Kollwitz
Neumarkt 18-24
Open: Tue – Fri 10-18, Sat/Sun 11-18
Tram stop: Neumarkt

NS-Dokumentations-zentrum EL-DE-Haus
Appellhofsplatz 23-25
Open: Tue – Fri, 10-16, Sat/Sun 11-16
Tram stop: Appellhofsplatz

Museum für Angewandte Kunst (Museum of Applied Art)
An der Rechtschule
Open: Tue – Sun 11-17
Tram stop: Dom/Hbf

Museum für Östasiatische Kunst (Museum of East-Asian Art)
Universitätsstr. 100
Open: Tue – Sun 11-17, Thurs 11-20
Tram stop: Universitätsstr.

Rautenstrauch-Joest-Museum für Völkerkunde (Museum of ethnology)
Ubierring 45
Open: Tue – Fri 10-16, Sat/Sun 11-16
Tram stop: Ubierring

Schokoladen-Museum (Chocolate Museum) and Sport/Olympia-Museum
Rheinauhafen 1
Open: Tue – Fri, 10-18, Sat/Sun 11-19
Tram stop: Heumarkt

SK Foundation for Cultural Photography
Im Mediapark 7
Open: Thurs – Tue 14-19
Tram stop: Christophstr./Media Park

Scent Museum (Duftmuseum) in the Farina Haus
Obermarspforten 21
Open: Mon – Sat 10-18, Sun 11-16
Tram stop: Heumarkt

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THEATRES

For complete information visit the website:
www.theaterszene-koeln.de

Arkadas-Theater
Multicultural theatre in Ehrenfeld
Platenstr. 32
www.arkadastheater.de

ARTheater
Café and venue for theatre, literature readings,
parties and
concerts
Ehrenfeldgürtel 127
www.artheater.de

Atelier Theater
Fringe theatre and cabaret in the student area
Roonstr. 78
www.atheliertheater.de

Bühnen der Stadt Köln (Cologne Municipal Theatres)
Six venues offering familiar plays and new works performances
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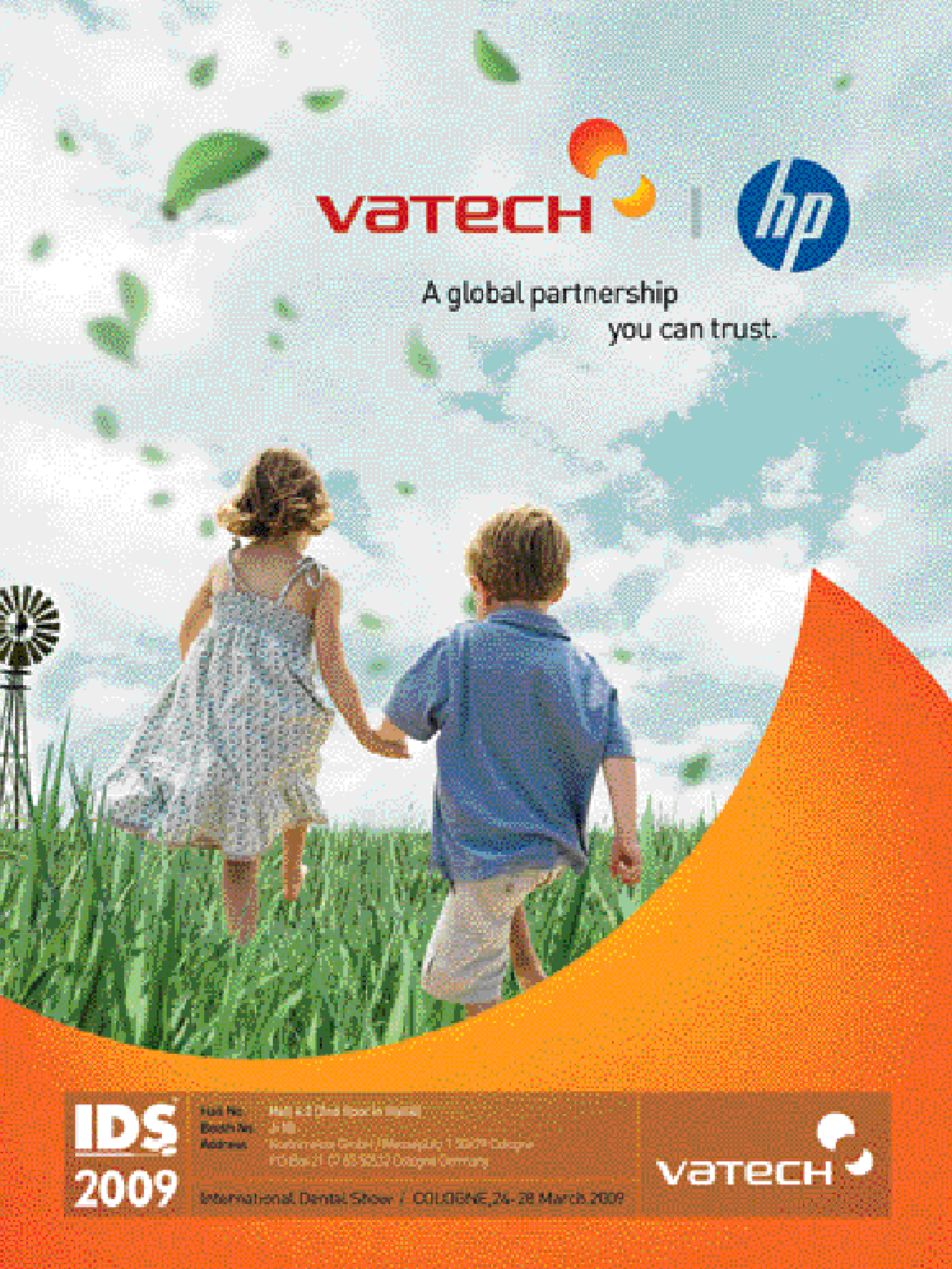
Continues on page 23 >>



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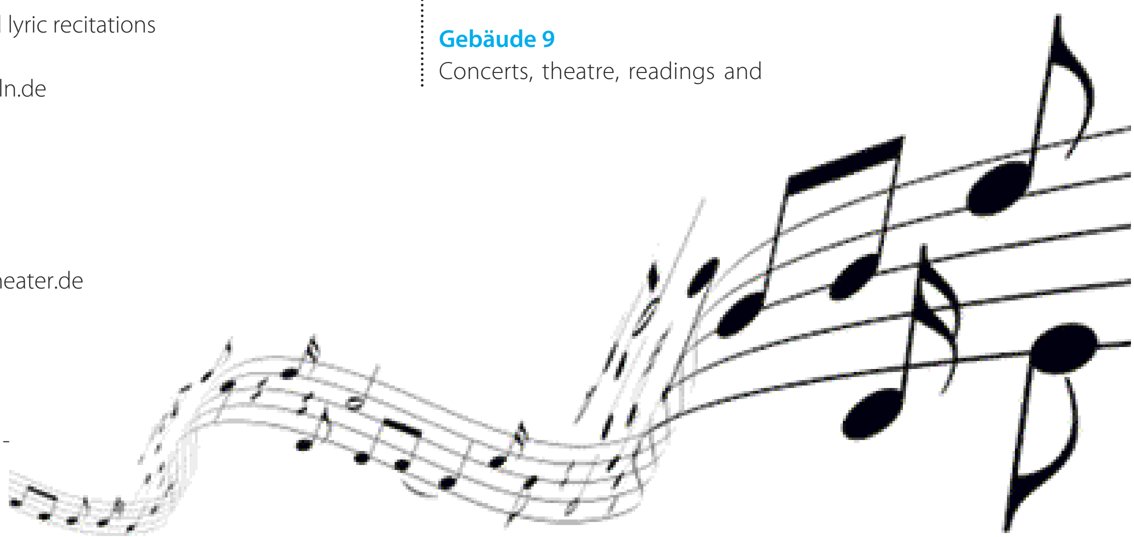

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www.zurtant.de

• **Gruber's Restaurant**
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www.grubersrestau-rant.de

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www.kamasutra-koeln.de
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www.restaurant-tajmahal-
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Brüsseler Str. 12
Tel: 0221 240 4664
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0221 02233 // 376 626
10 - 20 €

· **Tobioka**
Karolingerring 40
Tel: 0221 348 9888
www.tobioka.de
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Continues on page 31 >>

Thai

· **Thai Haus**
Händelstr. 28
Tel: 00221 245 504 // 240 4801
www.thaihaus.de
10 - 20 €

· **Thai Royal**
Hohenzollernring 46
Tel: 0221 5981 3409
www.thairoyal.de
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www.utayan-thai.de
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· **Warung Bali**
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www.marucafe.org

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www.sidarta-cologne.de
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Hohenstaufenring 22

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Aachener Str. 702/Ecke Alter

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Cuban

• Colina
Flandrische Str. 18
Tel: 0221 940 4115
www.colinakoeln.de
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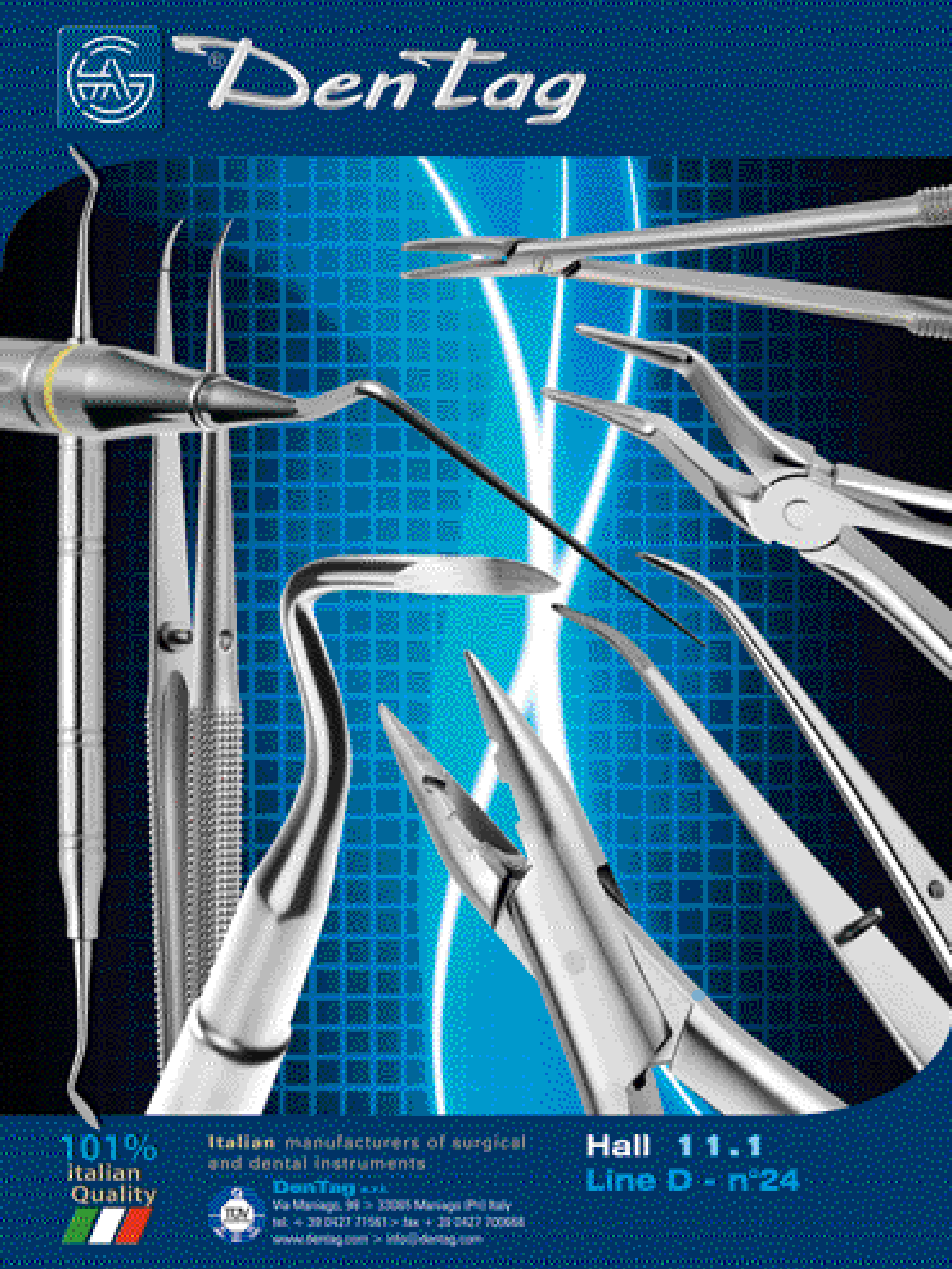
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www.biergarten-aachener-weiher.de

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www.lokal-koeln.de

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www.bootshaus-alte-liebe.de

• **Maybach**
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Maybachstr. 111
www.maybach111.de

• **Rennbahn - Race Course**
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www.gasthaus-rennbahn.de

• **Stadtgarten**
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www.stadtgarten.de

• **Volksgarten**
Volksgartenstr. 27
www.hellers-volksgarten.de

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www.rhein-terrassen.de

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www.shepheard.de

Vic
Friesenstr. 16
www.cocktailbar-koeln.de

Wine Bars

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Rathenauplatz 17
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www.weinstubebacchus.de

Delix
Friesenstr. 72-74

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Tel: 0221 126 0200
www.delixwineshop.de

Vintage
Pfeilstr. 31-35
Tel: 0221 920 710
www.vintage-wine.de

Pubs & Breweries

Alt-Köln am Dom
Trankgasse 7-9
www.altkoeln-am-dom.de

Bräuhaus Sion
Unter Taschenmacher 5
www.brauhaus-sion.de

Braustelle
Brews Helios-Kölsch
Christianstr. 2
www.braustelle.com

Früh
Am Hof 12 and Chlödwigplatz 28
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Gaffel-Haus
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www.gaffel-haus.de

Hellers Brauhaus
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www.hellersbrauhaus.de

Malzmühle
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www.muehlenkoelsch.de
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Päffgen
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www.paeffgen-koelsch.de

Continues on page 41 >>


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www.wartesaal.de

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Funk/soul/disco classics
Hohenzollernring 79-83

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Continues on page 43 >>

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Club Camouflage
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Grosse Sandkaul 24-26

Das Ding
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www.dingzone.de

Diamonds Club
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www.club-diamonds.de

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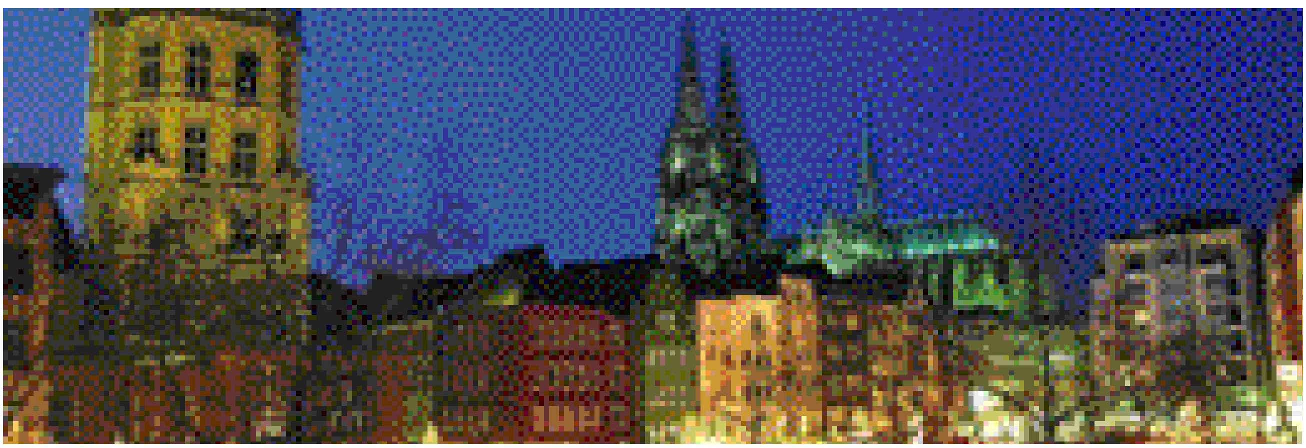

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Luxemburger Str. 40
www.primeclub.de

Roonburg
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Roonstr. 33
www.roonburg.de/content

Rose Club
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Luxemburger Str. 37
www.rose-club-cologne.de

Roxy
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Aachener Str. 2

Studio 672
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www.stadtgarten.de/Studio.htm

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Nightclubs

Blauer Engel & Bar Menouche
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Kokett Bar – Nightclub & cabaret
Striptease performances
Altenberger Str. 11
www.kokett-bar.com

INNOVATIVE ENDODONTICS INCREASES THE SUCCESS OF TREATMENT

Current trends in endodontics - mechanical preparation opportunities for specialization

Tooth preservation using endodontic measures is becoming increasingly important in modern dentistry with treatments that have been carried out in compliance with regulations achieving success rates - based on evidence - of between 68 and 85%. The spectrum of methodologies in conservative treatment ranges from manual or mechanical root canal preparation, disinfection and obturation, to the revision of the root canal should it become necessary and minimally invasive, microsurgical concepts for the treatment of particular endoperiodontic lesions.

Dentists therefore have a range of highly developed instruments and tools available. "The fascinating scientific and

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technological advances in the area of endodontics have greatly improved the chances of long-term tooth preservation and also make this specialist area one of the significant components of prophylaxis-oriented dentistry", said Dr Martin Rickert, President of the VDDI (Association of German Dental Manufacturers).

Many of the innovations created by endodontics experts have been further developed by businesses in the dental industry, resulting in mature instrument and tool systems. Now lesions of the root canal are diagnosed and, above all, treated better. For example, modern ultrasound imaging procedures are now used to locate the root canal precisely and measure its length right to the apex, as well as to provide exact control of the file position during preparation. High-resolution intraoral cameras that are connected to monitors and which enable documentation and diagnosis of endodontic treatments using views of the root canal are also available now.

There are a number of different options available to endodontologists for root canal preparation: classic manual file systems or rotating instruments, particularly those made of break-resistant nickel-titanium alloys, as well as time-saving mechanical preparation. Preparation is carried out safely through the use of motors, which increasingly use electronically controlled torque limiting or variable oscillations. This means the files remain intact over their lifetime.

Root canal rinsing for cleaning and disinfection using

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effective chemical preparations can now be supplemented by hydrodynamic procedures. For obturation, as well as the classic methods, there are modern sealer adhesives and cements made of composites, which also enable resilient post restorations if needed. Fibreglass-reinforced polymer or metal post systems for stable fixation can also be used, in addition to any necessary prosthetic treatments.

For clinically complex problems, endodontologists are offered complete systems that also contain files with special geometries for the revision of treated root canals. As a last resort - for root tip resection, for example - there are powerful magnifying glass systems or surgical microscopes available for minimally invasive endodontic microsurgery for skilled experts.

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"For dentists that are wanting to start in endodontics as well as specialists in tooth preservation, a visit to the 33rd International Dental Show is an exceptional opportunity to become more familiar with the entire spectrum of this fascinating area", said Dr Markus Heibach, Managing Director of the VDDI. The latest endodontic products from the dental industry will be on display at IDS 2009 in Cologne.

Endodontics also offers dentists the opportunity for specialisation, enabling them to focus on areas of dentistry that are economically attractive, for more and more patients are demanding long-term preservation of their teeth - and are increasingly prepared to finance this privately.
IDS offers endodontologists an outstanding opportunity to discuss the technical and economic aspects of modern concepts in endodontic instrument systems and tools in detail with specialists from exhibiting companies.

IMPLANTOLOGY IN DENTISTRY: INNOVATIVE GROWTH MARKET WITH A HIGH QUALITY LEVEL

The latest developments in implantology - osseogenesis and stem cell technology - computer-tomographic navigation - curricular training

The International Dental Show will once again be addressing the subject of dental implantology in detail. The number of cases in 2007/2008 is ample proof of the fact that this specialist area is continuing to grow: within the space of only five years, the number of implants inserted each year has doubled and has thus increased to more than 700,000 per year.

The annual growth rates of some 10-15 % reflect the growing demand of aging patients, who are increasingly opting for a modern implant-based dental prosthesis. This development towards looking after the remaining teeth is the result of the immense research and development activities in both academia and in the dental industry.

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"The International Dental Show, the world's largest trade fair for dentistry and dental technology that will be taking place in Cologne from 24 to 28 March 2009, is the ideal opportunity for trade visitors from dental practices and laboratories to inform themselves comprehensively in discussions with specialists from exhibiting companies and experienced users about the range of modern implant concepts, and the latest developments in this rapidly expanding dentistry discipline," says Dr. Markus Heibach, President of the VDDI.

Here dentists and dental technicians will have the unique opportunity to gain a comprehensive overview of the latest concepts regarding implant geometries and materials, as well as the range of suprastructures currently possible. To some extent, these developments allow for alternatives to conventional procedures, for example the sinus-lift procedure. Furthermore, progress in the field of implantological instruments, such as atraumatic forceps, that are gentle on alveolar tissue or improved hollow cylinder osteotomes. Visitors to the show in Cologne will be presented with a wealth of solutions adapted to the respective indications, enabling them to choose the right ones for their practice.
Optimised procedures for preserving the alveolar process, but also for augmentation, or for alveolar

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distraction osteogenesis will also be presented.
A further focus of the show will be state-of-the-art biotechnological procedures for osteogenesis - including adult stem cell technology. Thus, manufacturers will be showing their latest developments for using bone marrow stem cells and other osteogenic factors and their integration in what are referred to as scaffolds (support membranes).

Intramedullary resorbable rods or membranes, in some cases made of collagen or mucous membrane material are just some of the new topics to be addressed by the IDS. Furthermore, state-of-the-art, high-resolution computer tomographic navigation procedures for use in combination with cast laser scans have in the meantime made their way into implantology. Used in conjunction with other diagnostic high-tech methods such as, for example, digital x-ray, implantologists are able to receive extremely precise stereo-lithographic drilling templates that enable the preparation of the implant bed with a degree of precision that was hitherto unknown.

In addition, implantological specialists will be presenting their latest curricular projects at the IDS thereby offering interested dentists the perfect opportunity to enter and train in this increasingly important discipline. These include topics such as dentistry for the elderly, piezo techniques, laser treatments or topics relating specifically to prosthetics as specialist areas within implantology which are addressed in the course of the training. While strolling over the IDS, a visit to the stalls of the companies specialising in implantology is therefore well worthwhile for newcomers and experienced dentists alike, in order to be able to find the best possible access to this fascinating area, possibly also together with your dental technician.

April

31/03-03/04/2009 - Odessa - Ukraine
MEDVIN "Medicine of South Ukraine Dentistry"
The 14th Special Exhibition
Contact: MEDVIN Exhibition Company
E-mail: mail@medvin.kiev.ua - Website: www.medvin.kiev.ua

14-17/04/2009 - Kiev – Ukraine
MEDVIN: StomatSalon 2009 - 45th International Dental Forum - International Exhibition
Contact: MEDVIN Exhibition Company
12E Heroyiv Stalingrada ave., 04205, Kiev, Ukraine
E-mail: mail@medvin.kiev.ua - Website: www.medvin.kiev.ua

16-18/04/2009 - Warsaw - Poland
9th International Exhibition Dentexpo 2009
Contact: Zarzad Targow Warszawskich S.A.
E-mail: ztw@ztw.pl - Website: www.ztw.pl // www.dentexpo.pl

20-23/04/2009 - Moscow - Russia -
Dental Salon 2009
Contact: Dental Expo Ltd., Usievicha 8A, 125319 Moscow, Russia
E-mail: makarov@dental-expo.ru // info@dental-expo.ru - Website: www.dental-expo.com

21-23/04/2009 - Tashkent – Uzbekistan
STOMATOLOGY UZBEKISTAN 2009
5th Tashkent International Dental Forum - 5th Uzbekistan International Exhibition
Contact: ITE Exhibitions and Conferences LLC and ITE Uzbekistan
E-mail : shakhnoza_nizamova@ite-uzbekistan.uz - Website: www.stomatology.tihe.uz

23-25/04/2009 - Bucharest - Romania
DENTA 2009 - 21st Edition -Spring
Contact: ROMEXPO SA, Bd Marasti 65-67 sector 1, Bucharest, Romania
Ms. Doina Bratu – Organizator
E-mail:doina.bratu@romexpo.org - E-mail: denta@romexpo.org
Website: www.denta.ro // www.romexpo.org

29/04-03/05/2009 - Mexico City – Mexico
AMIC 2009 - 51st International Expodental
Contact: AMIC Dental A.C.
Av. Cuauhtemoc 451-310, Col. Navarte 03020, Benito Juarez, Mexico, D.F.
Tel. +52 55 5639 1073 // 0324 - Fax. +52 55 5639 9069
E-mail: expodentalamic@prodigy.net.mx - Website: www.amicdental.com.mx

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May

07-11/05/2009 - Hong Kong - Hong Kong (China)
31st Asia Pacific Dental Congress 2009 (APDC)
Contact: Congress Secretariat - Hong Kong Academy of Medicine
Email: info@apdc2009.org - Website: www.apdc2009.org
Email: info@hkcec.com - Web: www.hkcec.com.hk

08-10/05/2009 - Seoul - Korea, South
SIDEX 2009 - Seoul International Dental Exhibition & Conference
Organized by Seoul Dental Association (SDA) and Korean Dental Trade Association (KDTA)
E-mail: sda@sda.or.kr - Website: www.sidex.or.kr
Exhibition Venue: COEX Atlantic Hall.

12-15/05/2009 - Sofia - Bulgaria
Bulmedica - Buldental 2009 - 43rd International Specialized Exhibition
Contact: Bulgarreklama Agency, 147 Tzarigradsko Chaussee, 1000 Sofia, Bulgaria
E-mail: mjeliazkova@bulgarreklama.com; glubenova@bulgarreklama.com
Website: www.bulgarreklama.com

14-17/05/2009 - Anaheim, CA - USA
Spring Scientific Session 2009 - California Dental Association
Contact: California Dental Association
E-mail: sue.gardner@cda.org - Website: www.cda.org

15-16/05/2009 - Vienna - Austria
WID 2009 - International Dental Exhibition
Organizer: Österreichischer Dentalverband,
Website: www.dentalverband.at // www.wid-dental.at
E-mail: fraundorfer@admicos.com - web: www.admicos.com

21-23/05/2009 - Ostrava - Czech Republic
InDent 2009 - International Dental Trade Fair and Conference
Referent: Andrea Bilkova
E-mail: bilkova@cerna-louka.cz // info@indent.cz

Belgium, the Netherlands and Luxembourg

Benelux

Belgium, the Netherlands and Luxembourg are three neighbouring monarchies located in Western Europe, between France and Germany. They form the so-called "Benelux" an economic union ensuring free circulation of persons, goods, capital and services thanks to a coordinated policy for economy, finance, social fields and international trade.
The treaty establishing the Benelux Economic Union will expire in 2010 and could be replaced by a new legal framework, taking into consideration the evolution of the three members and EU integration. The general secretariat is located in Brussels.
Dutch and French are the official languages in Benelux' institutions but also German is recognized as official.

BELGIUM

Fast Facts

Location: Western Europe, on the border with France, Luxembourg, the Netherlands, Germany and the North Sea
Capital: Brussels
Government: federal parliamentary democracy under a constitutional monarchy
Population: 10 392 226 (2007)
Official Language: Dutch, French, German. Dental schools and associations are divided by language
GDP growth rate: 3% (2006)

Oral Healthcare

In Belgium, the budget for public healthcare rose from EUR 850 868 000 in 1970 to EUR 18 454 063 000 in 2006, totalling an average annual growth rate of 5%. In 2002, 9% of this budget was spent on dentistry, of which 71.7% was designated to the public sector. In 2003, the healthcare budget reached up to EUR 15 billion of which 3.25% was reserved to dentistry.
The body responsible for Belgium's healthcare system is INAMI/RIZIV, adviser of the Minister of Social Affairs. INAMI/RIZIV monitors dental standards and sometimes examines patients if there are complaints. The Minister of Social Affairs is responsible for treatments' tariffs and relations with sick funds, the Minister of Health is responsible for dentists' registration and the Ministers of Education are responsible for dental education.
Healthcare funding comes from salaries' deductions depending on income. Employed citizens enjoy full cover, while self-employed have to fund high cost risks such as hospital care. Belgians can join one of the national sick funds and insure for cheaper treatments such as general and oral care. There are some private insurance schemes for employees.

Oral healthcare system is organized like the medical healthcare system. All citizens can access oral healthcare services, mostly provided in private practices. Some treatments are available in a few hospitals and universities, while free treatment for homeless people is offered in the capital city. Within INAMI/RIZIV, the three dental associations and the sick funds establish a convention, setting the fees for dental treatment. The convention sets some quality standards for practitioners and has organized an accreditation system since 1998. Not all dentists adhere to this system.
According to the convention, patients pay dentists directly after treatment and then receive partial reimbursement from their sick fund – crowns, bridges, inlays, implantology and periodontology are exclud-

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ed. Otherwise, dentists and sick funds agree to transfer payment directly from funds to private practices.

Education and Practice

In the Flemish territory, the workforce is slowly decreasing, although some unemployment has been registered lately.

Belgium has three French-speaking dental schools and three Dutch-speaking schools, which are part of the Faculties of Medicine within Catholic, State or Free universities. There is no number restriction for training but since 1998 some schools require to pass an entry exam. This is leading to a variation in the number of graduates. Around 170 students graduate every year after a 5-year course. Yet if they want to practice, they need further training: one year for general dentistry, three years for periodontology, four years for orthodontics. Vocational training admits maximum 145 students.

Luxembourg is the country with the highest level of wealth per capita in Europe. GDP per capita ranks second in the world.

Belgian dentists can work in other EU countries without undertaking an additional training year. Some practitioners direct to neighbouring countries, such as the Netherlands, as diplomas from EU countries are considered as valid. After graduation, dentists need a stamp on their diploma (called homologation), after that they can be registered to one of the Provincial Medical Council in order to obtain a licence. They receive a National Health System Number to connect to the insurance system.

In Belgium, dentists can start up a practice without limitations on the number of associates, premises and location. The practice must refer to a specific address. Dentists can sell equipment and premises. They cannot sell patients' contacts but can quote the income of the previous three years as a proof of reliability. Practitioners working within the same office do not have to comply with specific contractual requirements. They can form companies registering at a specific address also with non-dentists. The state does not offer support for the establishment of a new practice, which is usually performed through a loan – although the request is very high and not always easy to obtain.

Belgium does not have specific laws to regulate X-ray emissions, clinical waste disposal and amalgams. In some cases, waste is handled by collectors, as agreed with dental associations. Ionising radiation and electrical installations are handled by the central government, infection control and medical devices are managed by the Ministry of Health and waste disposal by the regional government.

In 2002, dentist/population ratio was 1 : 1357. Almost all citizens live close to a practice but only 1/3 of the population visit the dentist regularly, another 1/3 visits the dentist only if necessary and the rest of the population rarely or in case of emergency. This is the reason why many practitioners work part-time or even a few hours a week.

Belgium has 7759 active dentists (2002), mainly working in general practice (99%). They are self-employed and charge patients according to the convention, if they are part of it. In case an item is not in this scale, dentists can set prices. A few of them operate within hospitals, around 200 in universities and 10 in the Armed Forces. Belgium offers no public dental service, although some schools can host a dentist. Health education is part of the program in Belgian schools.

Practitioners can work full time in public hospitals or dental faculties, but it is more likely they also work part time in a dental office or in private hospitals.

Auxiliaries

In 2001, maxillo-facial active surgeons were 266. Dental auxiliaries can be technicians or chairside assistants. Technicians follow a 3-year training in special schools or in dental laboratories. Then they register within the Ministry of Health. In 2002, 870 labs employed 2300 technicians.

Dental assistants work for dentists without special training or registration and are estimated to be about 800 (FDI, 2000).

Dental Associations

Dentists must have liability insurance by private insurance companies. Some dental associations form group insurances.

Belgium has three official associations: the Chambres Syndacales Dentaires (CSD) and the Société de Médicine Dentaire (SMD) for French-speaking dentists; the Verbond der Vlaamse Tandartsen (VVT) for Dutch-speaking dentists. Membership is not compulsory.

Fast Facts

Location: Western Europe on the border with Belgium, France and Germany

Capital: Luxembourg. It hosts many EU/EC departments.

Government: constitutional monarchy

Population: 480 222 (2007)

Official Language: Luxembourgish

GDP growth rate: 6.2% (2006)

Oral Healthcare

In 2002 total healthcare expenditure was estimated to amount to 6.2% of GDP, 86% of which came from public sources.

General healthcare is funded by contributions from the government (37%), from employees (31.5%) and employers (31.5%). According to

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LUXEMBOURG

the law, employees pay 2.72% on the salary, workers 4.95% and employers 2.72% for employees and 4.95% for workers.

The healthcare scheme is called the Union des Caisses de Maladie, and its budget is set by law. The Union includes some sick funds, providing membership for different work groups. All Luxembourgers have a social security number in order to access healthcare services and being refunded after treatment. The Union pays parts of the citizens' dental expenses. The body responsible for monitoring care is the Contrôle Médical, employing three dentists to check dental care standards. Complaints are monitored by the Commission de Surveillance.Private practitioners are not many, as all dentists must join the Union, have an identification number within it and refer to the set fees. Fees are established by the Union, sick funds and the Association des Médicines et Médicins-Dentistes (AMMD - Association of Medicine and Doctors-Dentists). Some items do not have a reference fees: in this case, dentists can charge patients at a reasonable price after having received an approval from the Contrôle Médical (Medical Control). After that, patients can claim a reimbursement, which is not always high, so that the population sometimes subscribe to a private insurance. For example, sick fund's reimbursement for fixed or removable items covers only a small part of the cost. To receive a 100% reimbursement from a sick fund, patients must have attended a dentist at least once a year for the two years before the treatment. Some items can be reimbursed only if replaced after a certain period of time. The Contrôle Médical keeps track of replacements in a database.

Education and Practice

Luxembourg has neither dental schools nor vocational training, so dentists must train abroad. Dentists must graduate at an EU university or a "Diplôme d'Etat en médecine dentaire" (state graduation in dental medicine) to register within the Ministry of Health and start practising. This registration requires no fees but the knowledge of Luxembourgish language is required. In 2003 Luxembourg had a dentist/population ratio of 1:1556 and a total of 288 dentists. Some newly practicing dentist left the country as saturation point had been reached. Over the same year, the country had the highest number of non-citizens dentists in EU and many requests for entries, of which most were turned down because of low qualifications. At present 99% dentists are active in "general practice", on their own or in small groups and according to specific contractual requirements. They usually are self-employed, work outside hospitals and clinics and charge patients to earn their living. There are no restrictions for the size of a practice or the number of associated dentists, yet most dentists work on their own. Should they sell their practice, no provision for the patients' record is given. Dentists ask for a loan when starting up, as the state does not offer assistance for new practices. Dentists cannot open a dental office within commercial buildings, such as shopping malls, or in the building where another practice is located. Under the Health Administration authority, some Private Companies administer ionising radiation and medical devices, while the Health Administration controls directly infection control. Luxembourg has no public dental service but the Ministry of Health employs a few practitioners offering some treatments, although most treatments are performed by dentists working in general practice. Hospitals are mainly private and there are no dentists working full time in them. No dentist works in the Armed Forces. Specialists are not recognized and no auxiliaries can work with patients except chairside assistants. Technicians attend a special school with theoretical and practical courses. In order to work, they must be qualified. Some of them operate in the 20 registered labs of the country, charging dentists for their work. A few technicians are salaried. The *Association des Médecines et Médicins-Dentistes* (AMMD) is the main national medical and dental association, grouping most doctors and dentists of the country. Membership is not compulsory but in 2003 there were 182 members (60% dentists). The Collège Médical administers dentists' ethical code and its board includes doctors, dentists and pharmacists. The Collège Médical also solves disputes among practitioners.

Link to...

Association des Médecins et Médecins-Dentistes (AMMD)
29 rue de Vianden
L-2680 Luxembourg
Tel: +352 444 033
Fax: +352 458 349
E-mail: secretariat@ammd.lu
Website: www.ammd.lu/presentation.html

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The NETHERLANDS

Fast Facts

Location: Western Europe on the border with Belgium, Germany and the North Sea
Capital: Amsterdam. The Hague is the seat of the government
Government: constitutional monarchy
Population: 16 570 613 (2007)
Official Language: Dutch, Frisian
GDP growth rate: 2.9% (2006)

Oral Healthcare

According to OECD, in the Netherlands healthcare expenditure per capita increased from Euro 1000 in 1983 to almost Euro 2000 in 2004. Likewise the health index has risen over the years and continue to do so. The government administers the health insurance system which comprises public (sick funds) and private schemes. About 69% adults are registered to the public health system. For public schemes, a nominal premium is to be paid according to each insurance company scale while a percentage is taken from personal income. Adhering to a public scheme is mandatory for the population under 65 with low income. Employers also pay a contribution depending on employees' revenue. Unemployed people pay the premium while the government pay the employer's part. It is possible to choose the best scheme every year. Private schemes are for those with higher income: depending on age, health conditions and financial risks, citizens can take out different types of insurance. Insurances can cover hospital and general practice care and may include extras for further care. Employers may pay part of the premium.

Private and public schemes' patients are treated the same way within the same facilities. If adults take out a private insurance, children are automatically covered.

The Central Body for Health Care Charges annually writes up the Health Care Charges Act with national fees' maximum. Yet most treatments are dealt within private practice: as a matter of fact 86% of the population possess an additional private insurance, even if not often covering 100% of expenses. Private insurance companies set the premium level depending on age and health status and may refuse to provide cover. That's why the government established a "safety net" setting a minimum level of cover, which all insurances must meet. Dentists do not sell insurance schemes, as they work independently. They usually provide oral healthcare in "general practice". Citizens registered to public insurance schemes can receive preventive treatments, examinations, plaque removal and oral hygiene instructions. Further treatment requires extra payment or supplementary insurance. Comprehensive care is guaranteed to children under 18 and includes restorative works, endodontics, prevention and extraction. Crowns, bridges and orthodontics are not included but in case of severe disease. Children own a card, which is valid for 1 year and grants free examination. If at the age of 13 they do not own a valid card, they may pay a contribution.

The only separate public dental service in the Netherlands is the Ivory Coss, an organization subsidized by the Ministry of Health and the Dutch Dental Association. The Ivory Coss provides information on dental care.

Since 1997 the Individual Health Care Professions Act (BIG Act) monitors and promotes dental healthcare. A Dutch Health Inspectorate occasionally visits dental offices checking clinical practice, infection control, waste disposal and radiation practice.

Education and practice

In order to access a dental school, students do not sit an examination but require a "VWO" diploma comprising physics, chemistry and biology. Schools are hosted at the Faculties of Medicine in universities. They are with fee. According to the three national dental schools, 180 students graduate each after a 5-year course (2003).

The Ministry of Education and Science monitors quality together with the Council of the Faculty.

To enter the practice dentists submit a formal application to the Ministry of Public Health, Welfare and Sport. Vocational training and continuing education are not mandatory.

If training has been taken abroad, a recognition called declaration of professional quality is needed. Afterwards dentists can be listed into the national register, provided they speak Dutch. They can choose whether to be part of the Dutch Dental Association (NMT): in 2003, 7623 practitioners were members of NMT(80%).

The total number of active dentists is 7759 (2004). They work in private practices (5900), public services (100), universities (270) and in the armed forces (99). In 2002 the ratio dentist/population was 1:2118. Dentists are present in rural areas and cities but some shortages are registered in inner city areas, while some specific social group have trouble accessing oral care. The Netherlands recognizes two dental specialties: oral maxillo facial surgery and orthodontics. Specialists are registered by the Specialists Registration Board. Orthodontic training is taken at the expense of the university within two schools. According to WHO, in 2004 the Netherlands had 292 orthodontists.

Oral maxillo facial surgery students train in university hospitals at the expense of hospitals. According to WHO statistics, the Netherlands has 206 oral surgeons (2004).The reference of a qualified dentists leads patients to a specialist, who can apply different scales of fees. Maxillo facial surgeons mainly work in hospitals and universities. Orthodontists mainly work in private practice ans sometimes in universities, which employ 300 dentists who may also work in private practice accordingly to their schedule. Dentists practicing on their own or in small groups are said to be in "general practice" (76%). To earn their living they charge patients according to a maximum fee set for charging. Dentists may receive government reimbursement from time to time and can claim reimbursement to the sick fund.

No rules establishing the size of a practice and number of associates have been settled by the state. Premises can be rented or purchased everywhere but in residential area. Private practice may be hosted in separate buildings (60%) or in/next to the dentist's house (35%).

To start up a business dentists ask for a loan, as the state does not provide assistance. The Dutch Dental Association can advise practitioners buying or selling a property. Goodwill, equipment and building may all be for sale.

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Auxiliaries

The Netherlands has 13000 chairside assistants (2002), 2250 hygienists (2002), 5400 personnel in labs (2004) and 250 denturists (2001).
Dental hygienists train in 4 special schools and become paramedics with independent status. They work in practices, hospitals or centres for pediatric dentistry – pediatric dentistry can be practised only after having attended a course. A qualified dentist must refer patients to a hygienist if he or she is employed in a dental hygiene clinic.
Dental technicians train in special schools and receive a diploma. They do not need to register. Most of them work in laboratories. They cannot work in the mouth. The Netherlands has about 1000 laboratories with 3500 technicians.
The Dutch Denturist Federation trains denturists for 3 years before they can work independently.
There are 26 schools for dental assistants. When working in a practice, they must be guided by a dentist.

Link to ...

NMT (Dutch Dental Association)
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RUSSIAN DENTAL MARKET OVERVIEW

Russia or the Russian Federation is a transcontinental country extending over much of northern Eurasia (Europe and Asia). With an area of 17,075,400 km^2, Russia is the largest country in the world, covering almost twice the total area of the next-largest country, Canada, and has large mineral and energy resources combined with the world's ninth-largest population.
The Russian Federation comprises 85 federal subjects.
Russia is one of the key players in international relations. As one of five permanent members of the UN Security Council, Russia has a special responsibility for maintaining international peace and security. Russia plays an important role in helping mediate international conflicts through the Quartet on the Middle East and the Six-party talks. Russia is a member of the Group of Eight (G8) industrialised nations and is a member of a large number of other international organisations, including the Council of Europe, OSCE and APEC. Russia usually takes the leading role in the organisations created on the territory of the former USSR; the CIS, EurAsEC, CSTO, and the SCO.
While the possibility of Russia joining the European Union in the future has been advocated and discussed, Russia aspires to be an equal partner with the EU rather than a member. There are 13 cities in Russia with population over 1 000 000 people: Moscow, St. Petersburg, Volgograd, Yekaterinburg, Kazan, Nizhniy Novgorod, Novosibirsk, Omsk, Perm, Rostov-na-Donu, Samara, Ufa, Chelyabinsk

Russian Economy

More than a decade after the collapse of the Soviet Union in 1991, Russia is trying to further develop a market economy and achieve much more consistent economic growth. Russia ended 2006 with its eighth straight year of growth, averaging 6.7% annually since the financial crisis of 1998. High oil prices and a relatively cheap ruble initially drove this growth, however, since 2003 high consumer demand and, more recently, investment have played a significant role.
In 2006 the Russian economy has once again outperformed expectations, and the International Monetary Fund and World Bank forecast that Russia's GDP will grow by at least 7% in 2007. The Russian Ministry of Economic Development and Trade revised its forecast and projects that GDP will grow 7.3% in 2007.
Russia has the largest known natural gas reserves of any state on Earth, along with the second largest coal reserves, and the eighth largest oil reserves. It is the world's leading natural gas exporter and the second leading oil exporter. Russia is well ahead of most other resource-rich countries in its economic development, with a long tradition of education, science, and industry.
In January-June 2007, foreign investment in the Russian economy doubled year-on-year, reaching $60.3 billion. In 2000 total investment in fixed assets was $40 billion, giving growth of 300% by 2006. Since 2003, exports of natural resources started decreasing in economic importance as the internal market has strengthened considerably, largely stimulated by intense construction, as well as consumption of increasingly diverse goods and services. A simpler, more streamlined tax code adopted in 2001 simplified the taxation system and reduced the tax burden on people, and resulted in dramatically increased government revenue. Russia has a flat income tax rate of 13 percent, one of the lowest rates in the world, and its implementation has been so successful that it has been widely emulated by other countries.
The economic development of the country has been extremely uneven geographically: the Moscow region contributes one-third of the country's GDP while having only a tenth of its population. While the huge capital region of Moscow is an affluent metropolis, much of the country, especially indigenous and rural communities in Asia, lags significantly behind. Nevertheless, market integration is being felt throughout the country. The

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TiXos
LST Laser Sintered Titanium
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Predetermined geometry of the surface.
Interconnected cavities and pores.
Innovative production process: computer designed, laser created implant.
High adherence and cells activity.
High porosity of surface.
Fast bone growth (dark) inside cavities and pores of sintered titanium surface (down).
Immediate 3D organization of fibrin network.
LEADER
LEADER ITALIA S.r.l.

Currency	1 Russian ruble (RUB) = 100 kopeks
Fiscal year	Calendar year
Trade organizations	CIS, APEC, EURASEC
Statistics	
GDP ranking (PPP)	9th by volume (at PPP) (2006)
GDP (PPP)	$ 1,746 trillion (2006 est.)
GDP growth	6.7% (2006 est.)
GDP per capita (PPP)	$ 12,200 (2006 est.)
GDP by sector	agriculture 5.3%, industry 36.6%, services 58.2% (2006 est.)
Inflation	9% (2006 est.)
Pop. below poverty line	7.8% (2005 est.)
Labour force	73,88 million (2006 est.)
Labour force by occupation	agriculture 10.8%, industry 21.9%, services 60.1% (2005 est.)
Unemployment	6.6% plus considerable underemployment
Main industries	mining, machine building, defense, shipbuilding, agricultural machinery, construction equipment, consumer durables, textiles, foodstuffs, handicrafts
Trading Partners	
Exports	$ 317,6 billion (2006 est.)
Main partners	Netherlands 10.3%, Germany 8.3%, Italy 7.9%, China 5.5%, Ukraine 5.2%, Turkey 4.5%, Switzerland 4.4% (2005)
Imports	$ 171,5 billion (2006 est.)
Main partners	Germany 13.6%, Ukraine 8%, China 7.4%, Japan 6%, Belarus 4.7%, U.S. 4.7%, Italy 4.6%, South Korea 4.1% (2005)
Public Finance	
Public debt	8% of GDP (2006 est)
External debt	$ 287,4 billion (30 June 2006 est.)
Revenues	$ 222,2 billion (2006 est.)
Expenses	$ 157,3 billion (2006 est.)

middle class has grown from just 8 million in 2000 to 55 million in 2006, estimates Expert, a market research firm in Moscow.
Over the last five years, fixed capital investments have averaged real gains greater than 10% per year and personal incomes have achieved real gains more than 12% per year. During this time, poverty has declined steadily and the middle class has continued to expand. Russia has also improved its international financial position since the 1998 financial crisis.
Russia's macroeconomic performance in recent years has been impressive. High oil prices and large capital inflows have contributed importantly to this success, but a principal factor has been the combination of strong growth in productivity, real wages, and consumption. Very high levels of education and societal involvement achieved by the majority of the population, including women and minorities, secular attitudes, mobile class structure, and better integration of various minorities into the mainstream culture set Russia far apart from the majority of the so-called developing countries and even some developed nations.
Russia has more higher education graduates than any other country in Europe. Over a quarter of the world's scientific literature is published in Russian. It is also applied as a means of coding and storage of universal knowledge—60–70% of all world information is published in English and Russian languages. Russian is still one of the official languages of the United Nations. Russia's constitution guarantees free, universal health care for all Russian citizens. While Russia has more physicians, hospitals, and health care workers than almost any other country in the world, it has struggled to provide high levels of health care services.

Russian Dental Equipment and Supplies Market

Dentistry as a branch of Russian health care is becoming one of the most advanced and promising areas of Russian medicine.

The Russian dental industry is highly privatized. There is very little government-funded dental treatment. State dental clinics, which provide some free dental services, receive payment for them either from Mandatory Medical Insurance Funds or Voluntary Medical Insurance Programs. Private dental clinics or fee-for-service departments in state dental clinics, which provide the majority of dental services in large cities, charge patients directly. As disposable incomes intensively grow, dentistry is becoming a spending priority not only for high-income, but also for middle-income and low middle-income groups.
The Russian dental market has an impressive potential. The numbers of clinics, practicing dentists, technicians and patient visits are quite high. According to our estimations there are 11,000 state and 6,000 private dental clinics in the country. There are more than 85,000 dentists and more than 20,000 technicians who work in state dental clinics and more than 20,000 dentists and more than 10,000 technicians who work in private dental clinics. The number of patient visits is more than 150 million a year. Ehere are 4.5 dentists for every 10,000 people in Russia.
The dental market is one of the most highly controlled and organized markets in Russia. Professional dental industry associations play a significant role. The Russian Dental Association has 69 regional divisions. Dental Industry Association (RDI – ROSI) was founded in 2000 and has 50 members.
In the last ten years Moscow's dental market experienced rapid growth. Presently, over 700 private clinics offer a wide range of dental treatment. However, according to industry experts, the market is not yet saturated for the segment of clinics, which service the middle and low middle-income classes. Elite clinics experience fierce competition and suffer for a lack of patients. The number of state clinics in the city is not more than 30. The price difference in state and private clinics may be as high as 4-20 times. For example, a metal and ceramic prosthesis in a private clinic costs from $200 to $1000 while the same prosthesis in a state clinic costs from $50 to $150, in the majority of state clinics patients pay only 1-5$ for treatment of one caries tooth, in private clinics the price for treatment of one caries tooth is 50-100$. Private clinics buy modern equipment, including dental lasers, modern X-Ray equipment and tooth-bleaching systems. Advanced private clinics offer implantation and oral hygiene treatments and generally comply with Western standards. Implants and orthopedics treatments are the most demanded services in dentistry. Monthly returns of one dental office working with implants is $100 thousand. There are tens of Western dental clinics operating in Moscow.
The major dental University is Moscow State Medical and Dental University, the Sechenov Medical Academy is training high level professionals as well.
CNIIS Rosmedtehnology is one of the major scientific centers focused on the dentistry field.
Western materials, equipment, and techniques are now widely employed in private clinics, narrowing the gap between the services available in Russia and other European countries. The rapid growth of this sector during the early and mid-1990s, interrupted by the August 1998 ruble crisis, has recovered and the turnover of Russian dental market for today is 1 000 000 000$ and will increase to over 2 000 000 000$ during next 10-15 years. The growth has pushed the market to generate a significant demand for imported dental supplies and equipment. Private clinics, the primary purchasers of imported dental equipment and supplies, continue to provide a significant amount of all dental services. Domestic products are generally of lower quality than imported products and meet only about 20 percent of demand. Currently, substantial opportunities exist for U.S. manufacturers of dental equipment and supplies seeking to enter the Russian market or expand their reach there.
Many large US and transnational companies have their own local offices in Russia:
Dentsply, 3M ESPE, Sirona, KaVo, Nobel Biocare, Colgate, Eastman-Kodak, Procter and Gamble, Discus Dental, SS White, Philips/Sonicare, Oral B, Wrigley, etc.

Current Russian legislation is not a significant barrier to importers of dental equipment. Customs duties for the majority of dental products are currently 5 percent. Exceptions concern IV sets, and disposable syringes for which customs duties are 15 percent.
The new Tax Code, which came into force on January 1, 2002, discontinued the VAT exemption for a large number of medical products, including pharmaceuticals and medical supplies for which 18 percent VAT is applied. However, the new regulation did not affect the majority of med-

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ical equipment, including dental equipment, which is VAT-exempt. Imported products account for approximately 80 percent of the Russian dental market. U.S. manufacturers are among the leading sellers in Russia, along with those from Germany, Italy, France, Switzerland, Japan, Spain, and Finland. Dental products from Brazil, Argentina, Korea, China, Slovenia and Turkey provide competition in the lower-price range. The demand for dental products in the mid-price range is steady, and both state-run and private clinics are continually upgrading their facilities and services. Thus, the market is receptive to dental equipment and materials that use the most advanced technologies and have a high quality/price ratio. Despite strong competition from Western manufacturers, especially from Germany and Italy, U.S. products enjoy a sound reputation in Russia as having good quality and reliability.
European products are competitive in certain categories of equipment; geographic proximity plays a significant role in their companies' ability to favorably position products on the market.
A positive factor for U.S. manufacturers is the nature of the industry as highly privatized. This means that it relies mainly on private financing and out-of-pocket payments, and does not suffer from the significant funding constraints that can hamper other medical purchases in Russia.

Currently, the Russian market is very receptive to imported goods in the following areas:

• Dental chairs, cabinetry, and delivery systems; equipment for dental laboratories; endodontal devices and supplies; polymerizing lamps; and micromotors. There are no Russian producers of high-quality equivalents for these products. Private clinics consider that imported furniture, particularly dental chairs, is necessary for shaping their image and attracting clients. Clinics are open to making significant investments in such equipment. Moreover, clinics that initially purchased simple, imported workhorses are upgrading to models in the $15,000-30,000 range.

• X-ray equipment and supplies, interoral x-rays, radiographs, modern ultrasound equipment, and dental lasers.

• Anesthetics (local and topical) and syringes. Anesthetics are widely used in Russian dentistry and demand far exceeds domestic production capabilities. Moreover, Russian brands are widely considered to be low quality, so clinics prefer imported products.

• Cosmetic dentistry, bleaching, and restoration are relatively new to the Russian market, but are gaining popularity. There is a growing demand for hygiene and scaling instruments, instruments and materials for modern aesthetic dentistry and tooth hygiene, teeth whitening and bleaching products. As the industry modernizes, the popularity of routine hygiene services is growing, creating demand for the materials and equipment necessary for all aspects of hygiene. Similarly, pediatric sealants, previously unknown in the Russian market, are coming into wider use.

• The demand for endodontic materials and the need for removable and permanent prostheses, such as dentures and bridges, are currently strong and expected to grow.

• The present market for implants is weak because of the procedure's high price, as well as a lack of familiarity with the procedure among patients and doctors. As with prostheses, though, the generally poor level of dental health drives the potential growth in the field of implantology. The implants and generally implantology market is one of the most perspective markets in Russia as it is in the World.

• Orthodontics. There are currently few firms in Russia importing or distributing orthodontic products, but both pediatric and adult orthodontics offer promising opportunities.

• Used equipment. There is a substantial demand for used dental equipment, particularly ultrasound equipment, dental complexes, panoramic tomography devices, and other equipment and instruments for dental office. Mid and high-end clinics prefer to purchase new equipment as it is an integral part of the clinic's image. Therefore, the best potential end-users for refurbished equipment are state clinics.

Marketing Strategy and Promotion

The most efficient way to reach both dealers and dentists is to take part at one of the most important dental exhibitions in Russia – Dental-Expo or Dental Salon which are held in Moscow in fall and spring respectively. Organized by the Company "Dental-Expo" and supported by The Russian Dental Association and RDI – ROSI, these events are the ideal platform for the promotion of products and finding partners in Russia.
An efficient way of reaching dentists is holding educational seminars featuring the manufacturer's product because many firms have already established clienteles. In fields with complex procedures, such as implantology, orthodontics, and use of articulators, dentists have considerable interest in new materials and techniques, but lack the training necessary to incorporate these products into their practices. Venues for introductory seminars are major trade shows. The organization of seminars separately from the major exhibitions is very expensive and it is hard to convoke professionals.
Big potential have joint productions based on technologies of assembling of spare parts on the factories based in Russia. It allows decreasing

	State Sector	Private Sector
Clinics	11 143	6 000
Dentists and dental surgeons	> 85 000	> 25 000
Technicians	> 20 500	> 15 000

Prophylaxis reserve	150 000 000 visits yearly
Density	4,5 dentists for every 10 000 people

	Dental Schools	Yearly Graduated
Education	51	~ 8 200

of the customs taxes on import. Professionals think that market capacity of dental units assembled with these technologies is 5000 dental units per year.
In 2006 less that 1000 dental units – made in Russia, 6000 of imported dental units were sold in Russia:

• Around 2000 – from Brazil
• Around 1000 – from Slovakia
• Around 500 – from USA
• Around 500 – from Germany
• Around 400 – from Italy
• Around 300 – from Czech Republic
• Around 1300 – other factories

Certification of Dental Equipment and Supplies in Russia

In the modern World of large-scale market relationships in manufacture, economic exchange and trade cases when material interest turns from means of maintenance of normal existence for many to the purpose of enrichment, falsification, gamble, aspiration to promote out desirable for valid can be meet quite often.
In order to counteract these negative issues should be developed and used various means of protection.
With a view of the safety and efficiency of medical purpose products, they can be sold and used in the Russian Federation only after carrying out of some procedures in the order established by the legislation. Objects due for check at the control over manufacture of medical purpose products:

• The medical purpose products intended for use by professionals (legal entities or individual businessmen) and people in home conditions
• Technical, operational and other associated documentation on the production process
• Activity of the organizations on maintenance of quality and safety of the production, organization of interaction with sellers and end users of made medical purpose products concerning their quality and safety
• Complaints and claims for quality and safety of production.

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1st stage:

The State registration of medical purpose products represents a combination of actions carried out by Roszdravnadzor (Federal Supervision Service in the area of Public Health Services and Social Development), focused on the control over the admission of medical purpose products to manufacture, import, sale and use in territory of the Russian Federation.

Includes:

• Examination of documents
• Carrying out of technical, toxicological and medical tests
• Delivery of the registration certificate

2nd stage:

Federal Agency on Technical Regulation and Metrology (Rostehregulirovanie)

- Certification - acknowledgement of products (process) conformity to the requirements of the specifications and technical documentation, carried out by the third party (the accredited body on certification – i.e. "CNIIS Rosmedtehnology" 119991, Moscow, Timur Frunze street, 16, tel/fax: (+7 495) 248 1047.
- The Certificate of Conformity - the document confirming the conformity of products to certain requirements of quality and safety according to operating standards (GOST, GOST R, GOST R MEK, GOST R ISO and so forth).
Mandatory Certification is entered on potentially dangerous groups of the goods and services. In the case of mandatory certification acknowledgement of conformity can be obtained also by means of acceptance by the manufacturer (the seller, the executor) the declaration on conformity which is registered in the certification body and has a validity level same as the certificate.

The purposes of the certification:

• Creation of conditions for formation of the uniform commodity market
• Protection of the consumer against unconscientiousness of the manufacturer (the seller, the executor)
• The control of products safety
• Acknowledgement of parameters of products quality
• Assistance to consumers for a competent choice.

All requirements on the state registration and certification IMN are identical as to Russian, and to foreign manufacturers.

SOURCE: "Firm "Dental-Expo", Marketing department, www.dental-expo.ru".
The Company "Dental-Expo" has used its endeavors to ensure the completeness and accuracy of the data included in this report. It is provided for user's information and should be supplemented by further due diligence before being used for transaction planning or other business activities. The Company "Dental-Expo" cannot be held responsible for errors or any consequences arising from the use of this information.

Federal Supervision Service in the area of Public Health Services and Social Development (Roszdravnadzor)

APPLICANTS

Establishments or the test centers authorized to carry out tests of medical purpose products "CNIIS Rosmedtehnology" 119991, Moscow, Timur Frunze street, 16 tel/fax: (+7 495) 248 1047

Certification Body
reg. Number ROSS RU.0001.11AV07
119991, Moscow, Timur Frunze street, 16
tel/fax (+7 495) 248 1047

APPLICANTS

The state supervising organizations

Test Laboratory (center)
reg. Number ROSS RU.0001.21IM38
119991, Moscow, Timur Frunze street, 16
tel/fax (+7 495) 248 1047

ITALY

Italian Economy: a General Overview

After some years of stagnation, the Italian economy is now growing again, supported by the world trade development and the positive cycle of the Euro. Exports have increased from 5.5 to 9.0%, the service sector has seen an homogeneous development since 2006 and occupation seems to be increasing, after the crisis of the two previous years. Investments and production are still lower than in other European countries but the last two years show a positive trend compared to the former modest economic performances, especially to the losses of the critical period of 2000-2003.
The progress in productivity and the dynamism of exports are the results of a process of reorganization which is being directed towards more efficient and competitive assets. The technological conditions and the competition have narrowed the selection of the enterprises, especially in traditional sectors as textile, leather, footwear, wood and furniture.
Tertiary activities, such as IT-based services, marketing, customers assistance, are on the other hand gaining a prominent role in the economic environment.

Import-export

Italian import has seen an important increase in trade from Asia and new members of the European Union, such as Poland and Ukraine, due also to cooperation in production between Italian and local enterprises. The German and French markets are traditional partners in Europe, but relevant flows have also been registered with Russia, China, UAE, Middle East and Northern Africa.
The European Union, however, is still the major partner for Italian enterprises and the recent enlargement to Bulgaria and Romania has been particularly important for the country's strategies of internationalization, stimulating the flow of Foreign Direct Investments in order to access the local dynamic markets and resort to new workforce. The Euro-Mediterranean trade region planned for 2010 could mark a significant step towards commercial and productive integration. In addition to the corporations of western countries, many companies of East Asia are establishing trade partnerships with Italian ones, constantly increasing in dynamism and investment capability. The fragmentation of production takes place in bilateral agreements with foreign enterprises and in forms of direct participation. Small and middle enterprises strongly feel the competitive pressure of emerging economies and are therefore developing new strategies to access foreign markets. The Italian branches of multinational companies show positive features in terms of productivity, labour quality, investments and solidity of the financial structure.

The Italian healthcare system

The public sector plays an essential role in the Italian healthcare system, accounting for about 75% of health expenditure.

Import percentage in 2006 for geographical areas:

European Union (25)	36.9
Euro area	27.4
New EU members	3.4
Other European countries	5.8
Africa	2.6
North America	18.6
Central & South America	5.2
Middle East	3.3
Central Asia	2.4
East Asia	23.7
Oceania and other territories	1.4

Source: ICE elaboration on IMF-DOTS data

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Basic Indicators, 2007

Population	58,147,733
GDP (million US$)	1,844,749
GDP real growth rate	1.9%
Trade per capita (US$, 2004-2006)	16,104
Trade to GDP ratio (2004-2006)	53.0%
Exports in US$ billion f.o.b.	474,8
Imports in US$ billion f.o.b.	483,6

Rank in world trade, 2006	Exports	Imports
Merchandise	8	7
Commercial services	7	7

Source: WTO

The National Health Service (NHS), established in 1978, aims at granting universal access to a uniform level of care throughout the country, financed by general taxation. A universal coverage has been achieved although regions widely differ in terms of health care and health expenditure with a clear-cut between north and south of Italy.
The private sector, however, is increasing in importance and number of structures. It often guarantees a faster service and a more qualitative approach to healthcare also as consequence of the introduction of co-payment schemes (agreements between public and private).
The last decade witnessed a series of radical and innovative changes, including the devolution of administrative and fiscal responsibilities to the regions.
The state has exclusive power to define the basic benefit package (Livelli essenziali di assistenza - LEA), which must be uniformly provided throughout the country and the 20 regions have responsibility for organizing and administering the health care system. Local health units (public health enterprises legally independent from the region) have responsibility for delivering healthcare services at the local level.
Although the main aim since 1978 was a quick move towards progressive financing of the NHS, throughout the 1990s social health insurance contributions still represented more than 50% of total public financing. In 1998, a regional business tax replaced social contributions. This tax is supplemented by a national grant financed with revenues from the value-added tax to ensure adequate resources for each region.
Users need to directly purchase private health care services and over-the-counter drugs. About 15% of the population has complementary private health insurance either individually subscribed or offered by employers.
Italy has an increasing proportion of elderly people in the population and the number of Italian people aged 65 years and older is expected to grow an estimated 28% by 2030. Nursing and rest homes are mainly private, while the public structures, though constantly improving, seem still insufficient in providing a good coverage of services for the eldest population. The shortage of coverage especially in inpatient care doesn't only concern the aged population. According to WHO statistics, the number of hospital beds per 1 000 pop. has decreased from 7.2 in the '90s to 4.0 in 2000s.
Primary health care is provided by general practitioners and pediatricians who are independent contractors of the National Health System, mainly paid on a capitation basis. They act as gatekeepers to secondary care.

Local health units are in charge of protecting and promoting public health mainly through disease prevention (especially immunization), health promotion and food control.

Statistics 2006

Life expectancy at birth m/f (years)	78/84
Healthy life expectancy at birth m/f	71/75
Total expenditure on health per capita (Intl $, 2004)	2,414
Total expenditure on health as % of GDP (2004)	8.7
Public sector health expenditure as % of total health expenditure	77.1
General govt. expenditure on health as % of total govt. expenditure	13.7 (2004)
Private expenditure on health as % of total expenditure on health	24.9 (2004)
Physicians (number)	241,000
Physicians (density per 1000 population)	4.2%
Pharmacists (number)	44,000
Pharmacists (density per 1000 population)	0.74%
Nurses (number)	403,000
Nurses (density per 1000 population)	6,9%
Hospital beds (per 1000 population)	4 (2004)

Source: WHO, HFA database

Public secondary hospitals are granted some financial autonomy but remain under the control of local health units. A prospective payment system for inpatient care based on diagnosis-related groups (excluding rehabilitation and long-term care) is in place, with the regions defining the tariffs. Hospital physicians are salaried employees.
Tertiary hospitals are provided the status of trusts, so that they enjoy expanded financial freedom.
Specialized services are provided either directly by local health units or through contracted-out public (61%) and private (mainly not-for-profit) facilities accredited by local health units.
Some challenges that still need to be addressed are the guarantee of a basic benefit package free of user charges and uniform levels in quality of healthcare across the regions.

Dental care

Dental care in Italy is mainly private, with an expenditure of about 1.15% of GDP.
The dental industry in Italy, with about 500,000 operators, has a yearly turnover of around 780 million €, 2/3 of which come from implant products and the rest mostly from consumer products. Export accounts for over 45% of the turnover, with tops of 80% for specific product types.
The Italian dental field has confirmed its good position on international markets thanks to a production known worldwide for the reliability of its components, the advanced technological solutions and the fine design.

Dental Workforce in Italy

Active Dentists	50,922
Population/dentist ratio	1,154
Free Professionals	87%
Men	75%
Women	25%
Dentists in public services	1,100
In private practices	44,000
In universities	150/300
In armed forces	15
Chairside Assistants (dental nurses)	60,000
Dental Hygienists	2,300
Laboratory Technicians	70,000
Base formation	5 years
Continuous formation/update	150 hrs in 4 years

Sources: FNOMCeO, FDI

Distribution of dental practices per geographical areas:
North: 45%
Centre: 30%
South: 25%
According to recent studies, about 45% of the dental practices have a single specialization, while about 54% is multi-specialized. In Northern Italy there is a predominance of mono-specialized practices, while in the rest of the country the second type of practices is the most common.

The dental practices can be divided into two main categories:
a) Professional dental practices: activity of a dentist in a single or associated ownership.
b) Dental practicing structures: where the structure operates independently from the owner. The structure comprehends multi-specialized doctors and health consultants as well as its own dental laboratory and employed dental technicians.

The highly specialized dentists can often have more than one practice, even in other cities. Professional cooperation with private nursing homes or consulting activity at colleagues' practices is also usual.

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Most of the practices have from 1 to 3 operating professionals and assistants.
Permanent co-workers as doctors, hygienists etc. are employed in about half of the practices in Italy, mostly operating in orthodontics, implantology, conservative and endodontics, prosthesis and parodontology. Many practices also receive patients from other structures in order to carry out specific performances.
Renewals, both in furniture and equipment, occur with an average frequency of 5 years for about 30% of practices.

In order to trace a general profile of dental care in Italy, it is important to focus on the independent individual practices, which cover the great majority of the market.
On average, over 90% of the total turnover of the practices comes from private customers.
The average yearly expenditure for dental materials is low for practices specialized in orthodontics and partial dentures (approx. 4,600 €), but the expenses for external manufacturing is quite relevant, especially for small practices that can spend up to more than 8,000 €, one third of which in braces.
Practices specialized in implantology, parodontology and dental surgery, as well as those producing partial dentures and other devices on their own, face an average expenditure for dental materials oscillating between 10,000 and 15,000 €.
Disinfection, sterilization and single-use disposables weigh on total expenditure for an average of 2-4,000 €, more for specialized practices resorting to external products than for others.
Dentists operating mainly for private health structures (group practices, clinics, nursing homes, rest homes, analysis laboratories) focus on endodontics and prosthesis (respectively 32% and 21% of turnover), but activities in orthodontics, implantology and parodontology are usual too.

Bigger dental practices are more articulated, with a relevant presence of collaborators and outsourcing. Their average expenditures is significantly higher than in the other sectors:
Dental materials: 14,805 €
Disinfection, sterilization, single-use
disposable materials: 3,422 €
External manufactured prosthesis: 23,555 €
Orthodontic braces: 2,538 €
Endodontics and prosthesis account for respectively 32% and 31% of total turnover, but implantology, parodontology and oral surgery are also relevant (14%).
The cluster of professionals with more than one practice, from 2 to 3, is particularly common in the areas of prosthesis (39%), endodontics (28%), orthodontics (10%).
This cluster too presents an higher rate of average expenditure in dental materials (15,900 €), disinfection, sterilization, single-use disposable materials (3,550 €), externally manufactured prosthesis (28,700 €) and braces (3,150 €).
Many dentists, moreover, share a practice with other professionals or cooperate with group practices, performing also specialist/diagnostic tasks for 30% of turnover, usually in the form of societies (45% companies, 47% partnerships) with an average of 3 operators.

The dental market

Import-export
The Italian dental market is characterized by a relevant role in domestic production, where exports reflect the importance of such internal market, as confirmed by UNIDI (the Italian Dental Industry Association) statistics:
Export extra EU: 29%
Export towards EU: 24%
Domestic Market: 47%

The production is carried out only for a small part in other countries. However, the external market is becoming increasingly important, both in EU and extra-European countries. Exports mostly focus on finished products, towards local dealers and importers.
France, Spain and Germany are the European countries that mostly attract Italian dental export due to market conditions, short distances and similarities in certification requirements. USA and Australia are also traditional, consolidated partners for the Italian dental industry. A prominent space is also being gained by the Arabic and Middle-East countries, where the Italian presence on local markets is reaching good rates.
Italian exporters are also focusing their interest towards China, Russia, Japan, Singapore and some East European countries, especially Poland, where an increase of 10% in the number of dentists has been registered in the latest years.

The domestic market
The Italian dental market in sales to dentists reaches almost one billion Euros.
The business for materials and equipment can be divided in two major areas:

- materials, counting as consumer products;
- equipment, counting as durable goods.

The market for materials, namely for consumer products, grows in average 3% - 5% every year. It is a multi-face and heterogeneous market, characterised by a great variety of products. These are all factors conditioning the industrial and distributive system, requiring a high margin value in the chain to support the costs of production and distribution.
In such a scenario buyouts and merger operations on international level are very dynamic.

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Factors influencing the market

The dental materials and equipment market lies under the influence of different elements:

• External factors

The dental market reflects the national economic trends at two different levels: on the population attitude towards dental care and on the dentist's profession.

The tendency of the population to enter a dentist's practice must account, beyond cultural aspects, also of cyclic negative economic trends and of increased households' expenditures, detracting from the families the income partly intended to "extraordinary expenses", including dental care, when it reaches a relevant cost.

The number of patients and accesses to practices have a direct impact on the demand towards the dentist, influencing the dentist's incomes and expenditures as well as his readiness to invest, all essential elements for the purchase of materials and equipment.

Even legislative and social aspects have their influence on a dental practice behaviour: from tax breaks and laws to the use of specific techniques and products.

• Quantity of demand

The demand is related to the type of dental performances, to the evolution of dental pathologies, to the demographic evolution and to the development of new products and techniques. This last factor determines the quantity and quality of the products used in dental practices and laboratories, for instance in implantology, aesthetical development of dental material and so on.

• Quality of the offer from manufacturers

Thanks to efforts in research and development, Italian manufacturing companies offer always more sophisticated materials and equipment as well as always more efficient working skills, allowing dentists and laboratories to operate in comfort, safety and efficiency. Such development leads to an evolving offer and to an increasing convenience for the final users. In this way, the productive and distribution system is influenced positively and manufacturing companies can promote their products with added value and consequently more economic value.

The variation of the prices on consumer products is estimated around 3% per year, the variations of prices on equipment occur in particular in stock renewal, usually in durable goods.

Exports represent for many companies over 50% of production, but the internal market keeps its leading position for the majority of them. Companies' strategies to gain higher market shares in such an articulated scenario are all based on the services and information culture, privileging the constant and tight contact with the customers and their expectations.

The distribution system

The wholesale dealers can be divided into two bigger groups according to their dimensions:

1 Less than 10 operators - 1 to 3 regions or district coverage, target customers: dentists (52%) and laboratories (32%). Of these, 58% are companies and 42% are made up of individual firms.

76% of their income comes from dental consuming materials, 21% from medical instruments and equipment and 24% from products for prosthesis and orthodontics.

The main channel of dental material and equipment supply within the Italian territory is through traditional dealers (41% of purchase) and manufacturing companies (39%); however, 43% of dealers turn to importers or foreign companies for a relevant share (42%) of their purchase.

2 More than 10 operators and salesmen/representatives - over 3 regions of coverage, broad-dimensioned structures with big showrooms. 48% of their income comes from dental materials, 22% from medical instruments and equipment and 19% from electronic and computer medical devices.

Often a service of technical assistance is guaranteed (58%), as well as products installation (51%) and delivery service (74%).

Most of their turnover comes from dentists (46%) and dental laboratories (15%) but over half of them also turn to other wholesale dealers (35%) as well as hospitals, clinics, public practices (17%).

The company is exclusive dealer of one or more producers in 66% of the cases.

The dental distribution system in Italy is undergoing a process of slow but progressive modernisation. New models have already been introduced that will in the long term completely modify current trends: aggregations, buyouts and international players have already altered the distribution structure, making it more competitive and service oriented.

Today's scenario of distributing companies in Italy is under some aspects similar to the other Mediterranean markets but quite far from Anglo-Saxon and North European countries. It is characterised by small companies, family run businesses, with a plain organisational structure, revolving around the entrepreneur: they are usually first- or second-generation firms, often family successions. These are business models that have managed to create profitable enduring relationships with customers.

This model, however, needs to be re-organised as consequence of the new market trends and major groups investing in the Italian market. A great business opportunity for a market considered the second biggest in Europe.

Dentists often tend to address themselves to several different suppliers, especially for consumer products. Small dealers localised on the territory meet different needs from the bigger dealers that focus their marketing more on the price/service relationship. Elements concerning localisation seem to be of little relevance for consumer goods but they are strategic for equipment. Technical assistance services have great importance, the interventions on calls must be rapid and effective.

In order to compete significantly the Italian distribution sector still needs to better implement technical assistance, services and consulting to create a tight customer relationship. In a modern distribution system the organization and management of logistics as well as the ability to create and maintain profitable relationships with customers is constantly gaining importance. Such a perspective also includes modern IT marketing in order to communicate and run the commercial network. Italian distributors should follow the example of major international dental distributors by developing and implementing instruments like the CRM (Customer Relationship Management) strategy.

Greater attention should also be paid to post-sale service, a key factor for an enduring relationship with the customer, since efficiency and convenience are the parameters binding the supply of products and services. The dealers that will be able to correctly structure an efficient customer and post sale service will be able to gain a privileged position within the Italian distribution market.

The Italian sector is a multi-face market as part of its distribution is also made directly by the manufacturing company. This situation can be changed by creating a significant space for importers and dental dealers that can hold a central role in the direct relationship with dentists.

The distributing system, sometimes weak from an economic and organizational point of view, is in fact basically important from the strategic point of view.

Sources:
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www.unidi.it
www.andi.it
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http://portale.fnomceo.it/Jcmsfnomceo/Jhome.jsp

Teeth Whitenning Lights

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XX-White Whitenning Gels

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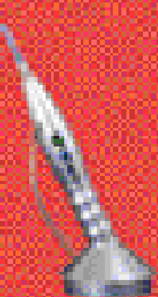

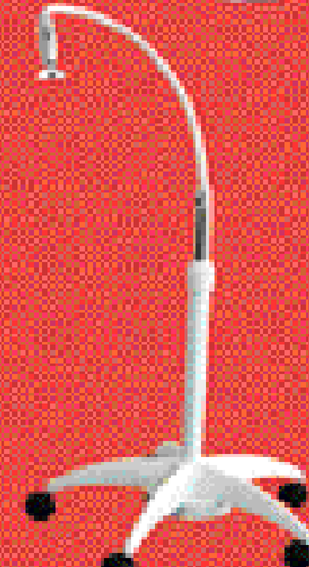

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UKRAINE

Current market situation

Europe's second largest country by area, Ukraine is a land of agriculture and heavy industry with a population of 46.6 million people. Ukraine became independent in 1991 with the dissolution of the USSR, a date that marked the beginning of a new trend in the country's political and economic profile. In spite of problems such as the legacy of state control and corruption that weigh on Ukraine's shift towards a more democratic asset, many reforms have been implemented to introduce privatization and civil liberties.
Since the very first years after the declaration of independence, the market economy has begun to develop in Ukraine, but a real growth has been registered only since 2001. The country is carrying on processes of privatization, creation of favourable conditions for foreign investment, liberalization of market relations, and standardization of the legal system with the laws of the European Union. Though slowly, reforms are being realized in taxation, education and healthcare. Ukrainian Government eliminated most tax and customs privileges, bringing more economic activity out of Ukraine's large shadow economy. Despite such actions more improvements are needed, both in the economy and in the legislative framework.

General information on health

Health is a very important state priority in the Ukraine. The major part of the Ukrainian health care system still belongs to the state and is financed from the state budget, but a long-awaited health insurance reform is expected in the near future. The main organizational-administrative body in the Ukrainian health system is the Ministry of Public Health which implements state policies in the field of medical care. By January 1st, 2006, there were approximately 20 state-funded health programmes.
To achieve the necessary structural changes in the health sector and to increase its efficiency, the "National Development Plan for the Health System of the Ukraine from 2006 to 2011" (the so-called road map for the reform of the health system) was drawn up and approved by the National Ukrainian Assembly of Medical Operators in February 2006. The National Council for the Protection of Public Health was established to co-ordinate the implementation of the health reforms.
A vigorous programme of state funding for the health service is taking place in the Ukraine, with over 2.6 billion € spent on the system in 2006, exceeding the 2005 index by 6%.

The dental sector in Ukraine

Dentistry is experiencing a fast privatization process, being addressed by reforms such as a specific state project entitled: «Programme for the prevention and cure of dental disease from 2002 to 2007».
In 2005, special funding for this programme amounted to 1,665,000 €. However, less than 50% of the programme was completed, and purchases of dental equipment using the state funding earmarked for this programme amounted to approximately 800,000 €.
The dental workforce in Ukraine counts 19 000 dentists, 4 600 state clinics, 5 000 private clinics. Each year 1 500 young dentists are educated at 12 faculties of medical universities of Ukraine and dental academies.
The Ukrainian Dental Association was established in 1958 and today its members are over 9 000 dentists and dental technicians, organized in 27 regional associations. Since 1998 the Ukrainian Dental Association is a member of the World Dental Federation (FDI).

The materials, instruments and equipment market in the dental sector

The dental materials and instruments market in the Ukraine is enjoying dynamic growth. The average annual increase in the market over the last four years amounted to approximately 35-40%, with a structure dominated by imports. There are no precise figures about the volume of dental materials, instruments and equipment traded on the Ukrainian market, mainly because of the large amount of uncontrollable imports and the existence of broad hidden bookkeeping by both suppliers and consumers of equipment and materials. This hampers statistical calculations and the possibility of collecting sufficient data on the state of the market and of its development. The official figures provided by the Ukrainian State Statistics Committee and Customs Committee, however, show that at the end of the 90s, almost 95% of equipment and materials came from foreign producers. A large number of health cooperatives were set up in the Ukraine, many of which quickly became dental clinics. The development of dentistry required new technologies, equipment and materials, but domestic companies were unable to supply quality products because they were using obsolete production techniques. Foreign companies therefore became the main suppliers of equipment and materials for the Ukrainian dental market. The needs of the market are still extensive, because the majority of dental equipment in public dental clinics is now outdated and should be replaced. The fast development of a private sector also increases the demand for high-quality equipment, tools, account materials, medicines, preventive and hygienic means, but the need must still be mainly covered by import, as there are no more than 20 large and small local manufacturers, and they are not competitive enough with foreign manufacturers. The largest market share of domestic-produced materials and equipment is held by the Kharkov-based "Stoma", whose products account for 90% of domestic production, but joint ventures and smaller mixed enterprises occupy the niche of the domestic production of equipment.
Given the development and saturation of the sector of expensive dental services, Ukrainian consumers are showing increased interest in new technologies, thus giving input to a broader use of new materials and technical innovations. Because of the strong market demand for the introduction of new technologies in dentistry, good opportunities exist for establishing training centers where doctors and dental technicians can get acquainted with new technologies and materials.

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This sector will become even more saturated in future and the sector of services for the middle classes will continue to develop. The main buyers of dental equipment are private distributors and private dental clinics, but the state clinics are also potential clients. As regards the sale of dental equipment, account materials and hygienic means, penetrating the market requires dealers who already have an extensive network for sale and the ability to identify buyers.

More than 150 foreign manufacturers currently produce and supply dental equipment and instruments for the Ukrainian market. This figure includes both the official branches of foreign companies-manufacturers and the official dealers of foreign manufacturers. The market has practically tripled during the last five years. Joint ventures and new projects may be considered the most viable options for foreign companies who are seeking investment opportunities in Ukraine.

Receptivity of the market for used dental equipment is average; as the price difference between the local and imported used equipment has narrowed, the motivation to purchase used equipment has also decreased. However, a potential market for used dental equipment still exists. According to expert evaluation, the volume of “grey” imports amounts to 35%. Domestic production covers approximately 15-16% of total market capacity, while 84-86% of materials and equipment is imported.

After adjusting for “grey” imports, market capacity in 2005 was estimated to 35 – 37 million Euros; this figure exceeds that of 2004 by more than 30%. This market growth is caused not so much by increased volumes but rather by the elimination of submerged import schemes. Most imports have now become transparent and this affects the statistical indices.

In 2005, the capacity of the dental equipment and materials market amounted to approximately 27 million Euros (*Official figures of the Ukrainian State Statistics Committee*). But according to the Ukrainian Ministry of Public Health the potential capacity of the Ukrainian market, related to the dental service needs of the population, amounts to approximately 200-250 million Euros and, after reaching European development levels, is likely to rise to approximately 500 million €.

Geographical concentration of consumption

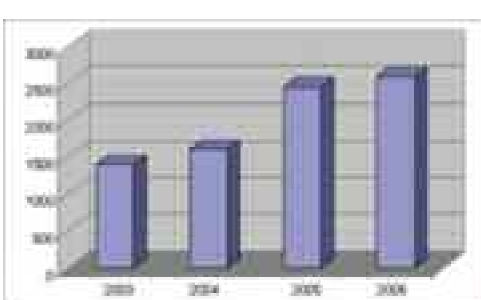
The geographical areas of consumption of dental equipment, materials and instruments include the capital of Ukraine, Kiev, as well as cities with long-standing centres for dentistry. These are Odessa, Kharkov, Lviv, Donetsk and Dnepropetrovsk. In the Autonomous Republic of Crimea the main centre of retail and small wholesale consumption is Simferopol, where one of the largest suppliers of dental materials and equipment - Krim Medmarket - is based.

This geographical division of demand depends on several factors:

• these cities are large industrial centres; the purchasing power of the population is sufficiently high to pay for dental services.

• these cities enjoy long-standing traditions of dentistry and have a large number of dental clinics and surgeries, plus many private doctors. The specialised institutes in these cities guarantee a continual input of staff.

It is also interesting to note that special dental tourism trips are organised



to some Ukrainian cities (Lviv, Odessa, Lutsk, Kharkov). Tourists from Germany, Canada, Australia and other countries come here to benefit from dental services, prostheses and other quality services at Ukrainian rates which are considerably lower than European ones. For example, the average price of a photopolymer filling at clinics in Odessa, Kharkov and Lviv can be as low as 10 €. Implants start from 250 €, removal of tartar can cost 15 €, a non-metal capsule comes at 85 € and braces cost from 400 € per jaw. Costs for these services are 25-50% higher at clinics in Kiev. Since the quality and quantity of dental services in these cities is considerably higher than in the rest of Ukraine, there is a high demand for quality equipment and materials, as new clinics and new surgeries open more frequently.

In Odessa, Lviv, Kiev, Kharkov and a few other cities, there are from 80 to 100 dentists for every 10,000 people. This figure is double than the Ukrainian average, thus confirming the unequal distribution of dental services and workforce across the country.

The distribution net

Approximately 250 companies sell dental equipment and materials in the Ukraine. About 20 of these are very large and are mainly located in Kiev. For example, and just to mention some, "Ukrmed" markets implants by Anthos (Italy), Visiodent (France) and Gnatus (Brazil). "Krastar-Plus" exclusively represents the companies Shinhung, Ultradent and JenD and offers the products of another two dozen companies. The company has its own training centre and publishes its own newspaper. "Oksia" markets the products of over 15 companies (Dentsply, Kulzer, etc.). "ELD" (from Khust, a town in the Zakarpatskaya region) is a leading seller of implants by Chirana-Dental, Chiromega, Chirana, Medilux and Trystom. SP "Promed" is specialised in Slovakian companies. Italian equipment and American materials are supplied by "Polit". “Infoline" sells products by leading international companies, as well as companies from Russia and Belarus. In the eastern regions, main international companies are represented by "Medservis" (Donetsk), "Tekhnodent" (Kharkov), Technology group (Kharkov) and "DentLand" (Zaporozhie). Galit (Ternopil) sells the X-ray equipment of the Italian company CSN Industrie.

Some foreign manufacturers prefer to promote their products on the domestic market through dealers (KERR, GC, Sirona). However, other producers promote their own brands personally.

The main **Ukrainian market trends** in materials and equipment include:

• Improvement of applied technologies: new European developments are introduced to the Ukraine extremely quickly, often within a month after their market launch (this applies mainly to companies represented in the Ukraine).

• Decrease in imports of used dental equipment.

• Development of domestic production: in spite of the fact that a great part of the market is controlled by importers, Ukraine is developing its own production of equipment and materials. While domestic products covered approximately 5% of the market in 2001, in 2005 this percentage rose to 15%, thus confirming a slow but constant growth.

• Development of new forms of trade such as dental depots: dental depots are common in European countries, but in Ukraine, this form of trade has only existed for about 2 years. In the future, the number of dental depots will probably increase and their training centres will continue to be developed.

• Combination of equipment and training sales: training centres can be found in many distribution companies, as well as in clinics working with the equipment and materials provided by a supplier.

• Equipment is generally imported by specialized companies. Transport companies do not import more than 15-20% of dental material and equipment.

Sources:
Bibliography & Contact: Elena Samoilenko, Italian Embassy - Kyiv
http://dentalmeeting.com.ua
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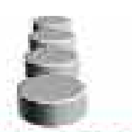

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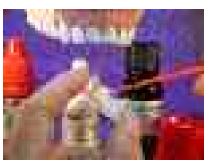

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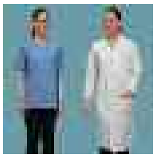

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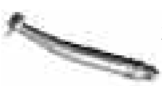

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Our compressors are very popular all over the world: labs, dental clinics, hospitals are already using these reliable compressors.

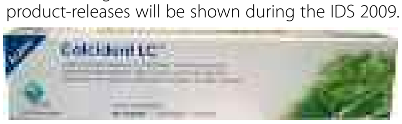
At IDS 2009 we are proud to introduce a NEW LINE OF COMPRES SORS characterized by an innovative technology: oil-less and low noise with 100% duty cycle.
We are also proud to introduce our new line of SUCTION UNITS named TORNADO studied to satisfy dental and surgical equipment needs. Tornado Suction Units line can serve from one to multiple chair installations.

Please visit us at IDS in Cologne 24-28 March 2009 Halle 11.2 - Stand R-049

WERTHER INTERNATIONAL - Italy
Te l . +39 0522 943131 - +39 346 98 37 325 - +39 346 98 37 443
Fax +39 0522 941997
compressors@wertherint.com – www.werthercompressors.com

The company Willmann & Pein GmbH (Hamburg-Germany)

Is involved in manufacturing high quality dental supplies for dental clinic and dental laboratory. Since many years the company is producing light curing composites and cements, impression silicones, glass-ionomer-cements and other materials. With the beginning of 1995 the company has been selling it´s products under own trade mark in more than 70 countries over the world. All company products undergo strict quality control according to DIN 13485:2003 and have all necessary certificates. Again the newest product-releases will be shown during the IDS 2009. For example a new product for the use of indirect pulp-capping called "Calcident LC" which is a time-saving product due to it´s light-curing properties will be shown there.



Visitors at our booth who mention the keyword "IDS NEWS 2009" are pleased to get a testing sample of this product.

Come and visit our booth at HALL 3.2, BOOTH A020

Willmann & Pein GmbH – Schusterring 35
25355 Barmstedt/Hamburg, Germany
Tel: +49 4123-9228-0, Fax: +49 4123-9228-49
www.wp-dental.de - info@wp-dental.de

ASA DENTAL S.p.A.

Is continuously looking for new/innovative products which can help dental professionals to maximize productivity, patient care and profitability. While ASA DENTAL researches, designs and manufactures most of its products in response to your needs and suggestions, many more come to us directly from dentists, opinion leaders as well as staff members who are motivated to improve their practice and profession. We value different and superbly useful products as much as we value our customers.
As consequence of the above said, we are very proud to introduce and to launch the New Total Comfort Tip Aspirators which have been proven to be a breath-taking innovation; hard plastic tip aspirators is just that-hard! They could pinch lingual surfaces, could jab the mandible and aspirate tender tissue. Here is a truly comfortable solutionso comfortable, it's patented!

Total-Comfort Soft Tip Aspirators feature cushioned, flexible, patient-friendly tips. Tested and proven to be gentle on soft tissue and bone while reducing soft tissue aspiration it perfectly fit with the dentist requirement of using softer tip during the treatment of particularly swollen or sensitive gums. Soft tips are securely bonded or removable. 100% non-latex. 140 mm. and 155 mm. long. 100 aspirators per bag with white or clear tubing.
Hall 10.1 D048 - D049

ASA DENTAL S.p.A.
Bozzano (LU) ITALY
Tel: +39 0584 938305//693363 - Fax: +39 0584 937167//938979
Website: www.asadental.it - Email: asadental@asadental.it

DIAGRAM Srl

Since 1981 Diagram is proud to offer 3 years full guarantee on all products.
Our production includes equipment for dental practices and laboratories, dental materials and products for hygiene and sterilisation. This means devices like:
Needle Burner, Carpoule Warmer/Needle Burner, Hydraulic presses, Flasks, Clamps, Micromotors, Steam jet cleaners; UV-IR Curing-light Ovens with accessories and materials for composites new techniques methods, such as transparent Silicon-rubber, Waxes, (moulding & dipping light-curing hardening).

The activity of Diagram also focuses on the implementation of new techniques allowing the optimisation of equipment and working methods. This is not only for the dental practice, but also for the dental laboratory.

For these reasons the company manufactures and offers layouts and know-how in particular for the following working methods:
-Resin injection system for the fabrication of prostheses with any kind of resin.
-Ultrakeramic method allows to reproduce the wax model directly in ceramics and avails the advantages in terms of colour and shaping of this material, highly improving its adhesion to metal and Zirconia.
-Iontophoresis in dentistry for caries prophylaxis and several medical treatments, in particular the treatment of endodontic infections.

Since its beginning, this strategy has become Diagram's strong point, enabling the company to obtain successful results, in Italy and in international markets. The constant growth has been paralleled by a gradual expansion of the company's objective, whereby production and commercial philosophy with aim to offer "comfort for the patient and safety in the laboratory"
Diagram manufactures also with your private label.

You can find us at IDS 2009: Stand F/048, Hall 10.1

DIAGRAM Srl – Italy
Tel. +39 0543 782078 – Fax +39 0543 782378
www.diagram.it – info@diagram.it

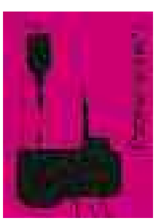
Ekom

The core of Ekom´s product range consists of oil-free dental compressors, suction units as well as their accessories. All of them are designed for use in dental surgeries, dental laboratories and for small and middle sized central air supply systems.
Our aim is to manufacture products meeting the highest demands of the market and constantly improve the quality of the product as well as the quality of the manufacturing technology.
At the moment Ekom is offering a new compressor line purposed for dental practice. First compressors of the smallest range DK50 were supplied to the customers during 2008 and we received a positive feedback. The new compressor line has many advantages as a new design and colour, an improved life-time estension, a lower noise and vibration level, a lower energy consumption as well as a higher comfort at the maintanence works.

Currently we have extended our production range with compressors of higher working pressure – 2 cylinder compressors up to 12 bar and we have increased the quantity of compressor accessories.
We offer the possibility to equip our compressors with automatic drain system, suction unit with silencer (even with filtration) or decompression valve. By new design of soundproofing boxes we took into account modern look of present trends in interior dental surgery equipment. Therefore the boxes of larger models are equipped with more indicators and control components.
We are determined to enter new markets with sources of high quality oil-free pressurized air and continue to make our name well known all over the world.
Hall 11.3 Stand G020
For further information visit www.ekom.sk

Take a look at tomorrow. Today. Mectron at the IDS 2009
Also the third generation is the first

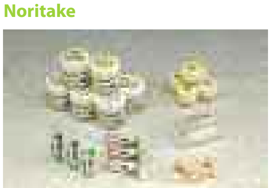
For 5 years now mectron PIEZOSURGERY® 2 has been a source of inspiration for various clones on the market, but nobody has managed to equal it! Piezoelectric bone surgery has become a consolidated technique worldwide with its well-known advantages. Starting from this worldwide lead, mectron's research activity has made further clinical and technical progress with the development of the new PIEZOSURGERY® 3. Special attention has been paid to the electronics: a broader ultrasonic working frequency range, from 24 to 36 kHz, and an increase of power are now available. Moreover, the automatic feedback system enhances an even more sophisticated power control, which allows an easier and safer management of complex surgical inserts. Surgeons will also benefit from the new, simpler and fully automatic power level settings. A quick choice between cortical and spongeous bone is necessary and everything else will be managed by the new electronic module.



In addition to this, PIEZOSURGERY® 3 offers a specific "implant" function which goes together with mectron's broadened range of dedicated and patented inserts for implant site preparation. Early studies have shown that piezoelectric implant site preparation is by far preferable to conventional rotating instruments. The PIEZOSURGERY® guarantees a greater intra-operative control and promotes better and faster osseointegration of the implants.

For further information visit www.mectron.com

Noritake



New Press-to-Metal system from Noritake has been landed safely, which is EX-3 PRESS. This press system has a possibility to create brighter and natural colors in the porcelain teeth and has an excellent durability. So, you can use this system for making from a single crown to a long span bridge and every technician can make stable esthetic restorations very easily and efficiently.
We would also like to introduce our products line-up which is received a good reputation all over the world to you at our **booth Hall.11.1.H-038.** Please drop in our booth to see our new line-ups.

Noritake Dental Supply Co., Limited
320-3, Higashiyama, Miyoshi, Yiyoshi-cho, Nishikamo-gun, Aichi 470-0293 Japan
Tel:+81-561-32-8953 - Fax:+81-561-32-8976
info@noritake-dental.co.jp - www.noritake.co.jp/dental

Tokmet

As a recognized Bulgarian manufacturer of hi-tech dental lab products with over 20 years of experience, TOKMET has supplied equipment to dental technicians in more than 35 countries. The company is ISO 9001:2000 certified, original approval 27.05.2002.
Especially designed to comply with the highest requirements for dental restorations making, our furnaces are suitable for all porcelain-fused-to-metal and metal-free crowns and are easily programmable. PC-control options, possibility to use Titanium and the many protection controls are only a few of the additional features we provide.
Dentamatic500/Chameleon MX is a fully-automated microprocessor-controlled vacuum furnace.

ADVANCED FEATURES

- Programmable: stand-by temperature; drying and cooling; vacuum as function of temperature, time or both
- Automatic temperature calibration
- Electronic vacuum control by time, temperature, or both from 0.3 to 0.99 Bar
- Estimated life-expectancy of the muffle and the heater (quartz) - 10 years, if used under 1000°C

IMPORTANT FEATURES
- 1150°C for unlimited time
- 100 programs (all customizable by the user)
- Preheating time, heat time, cooling time, cool hold time: 0:00:00÷9:59:59h
- Heat rate: 1÷200°C/min
- Platinum thermocouple
- Increases temperature by speed or by time
- Temperature in °C or °F, vacuum in Bar or Hg
- Suitable for continuous non-stop usage

TECHNICAL INFORMATION
Dimensions: h540mm, d230mm, w230mm
Weight: 12.5kg;
Maximum Power Consumption: 1350 W
Chamber: dia 92 mm, h80 mm

We invite you to visit us at IDS 2009 (24-28 March, Cologne): Hall 11.3- Aisle B/ Stand: 064!

TOKMET-TK LTD - Bulgaria
Tel: +359 52 343488 - Fax: +359 52 343489
teko@tokmet.com - www.tokmet.com

THE TRI HAWK TALON BUR - FOR PERFORMANCE, ECONOMY, ASEPSIS

The Tri Hawk single-use Talon bur gives the dentist three advantages for the practice: superior performance, cost savings and the assurance of an aseptic bur. Able to cut both vertically and horizontally, the Talon cuts rapidly through amalgam with ease, cuts crown and bridges quickly and is ideal for crown preps and cavity preps. It is the fast-cutting, chatter-free, universal bur.

The high-carbon steel bur saves the dentist money. It eliminates the real added costs of replacing normal-breaking cheaper burs. It eliminates the staff time and supplies costs of cleaning, disinfecting and sterilizing reusable burs. With no damage to the chuck and bearings, it saves on handpiece repair costs.

Dentists are encouraged to consider the true costs -- not merely the initial price -- of reusable burs. Breakage, handpiece repairs, and sterilization add to the practice's costs. While the Tri Hawk aseptic, single-use bur may have a slightly higher initial price, it's cost to the practice is probably less.

Each Tri Hawk single-use carbide bur is packed in its own easy-to-open, aseptic packet, eliminating the transmission of blood- and tissue-borne pathogens from patient to patient via a bur. It also diminishes the risk of dentist or staff contracting HBV and HIV.
The Tri Hawk Talon bur -- for superior performance, cost savings and professional confidence.

Come to visit us at IDS 2009 in Cologne: Hall 4.2- Aisle G/ Booth 50
For more information:
www.trihawk.com

Korum drills: new PROdrill technology

Biotec has acquired significant know-how in the production of drills and dental implants. Concerning the drills we can guarantee absolute precision sharpening and repeatability on rotating tools produced. Thanks to the massive resources dedicated to continual improvement through research and development, with frequent investments to optimise production, state-of-the-art production technologies have been implemented including a fully automatic avant-garde system.
This unique aspect, together with the balancing and geometry of the spiral cutting, make the 2 and 2.3 mm diameter Korum pilot drills extremely efficient, stable and therefore non-traumatic and non-invasive. This eases drilling operations, whilst maintaining high performance even in compact bone.

The Korum pilot drills are equipped with a quick attachment for self-locking metal stops, available for all implant lengths (7.0 - 8.5 - 10 - 11.5 - 13). They can be screwed in easily, facilitate drilling, guaranteeing precision as they block the cutters once correct depth has been reached. In any case, the classic lasered marks of reference, continue to be marked on the tool. The greater diameter drills (3 - 3.25 - 4 - 4.25 mm) are marked by large channelling that allows, during preparation, for the homogenous spread of the physiological cooling solution and, upon completion of the preparation, for the collection of bone residues from drilling. The apical part of these drills is designed according to the new PROdrill technology: the unique angle set up for the conical hammer blades ensures that the cutters slide delicately into the depth set in advance by the pilot instrument, to then stop, without proceeding further, as the tip is not sharp. This allows the user to progressively widen the implant site in complete safety, significantly saving on both time and stress.
In a comparative evaluation, all the drills of the Korum range, manufactured in tempered surgical steel have shown excellent resistance to wear and tear in compliance with recommended cleaning and sterilisation protocols.

Hall 11.3 Stand F068
Biotec S.r.l. - ITALY
Tel. +39. 0444.361251 - Fax +39. 0444.361249
info@bioteconline.com

SinCrest – The revolutionary solution to lift the maxillary sinus floor from Meta

SinCrest is and innovative technique from Meta (Italy), the manufacturer of the well-known Safescraper and Micross. SinCrest is a kit designed to prepare the implant site near the Schneider membrane. The kit includes contra-angle drills, depth stops for different lengths and a newly-designed manual osteotome. The SinCrest drills are equipped with depth stops that allow obtaining a guiding hole in the aleveolar bone in a total safety way. The innovative SinCrest manual osteotome was designed to obtain the controlled fracture of the bone floor through a 0,5 mm step-by-step progress.

The SinCrest technique accomplishes a controlled crestal osteotomy and the lifting of a cortical operculum which adheres to the sinus membrane without damaging the tissue.
The revolutionary SinCrest osteotome ensures 3 functions:
secure anchoring also in soft bone, thank to the particular geometry of the threaded screws
pre-set micrometric progress steps for a safe trigger of the bone operculum fracture
a safe and predictable fracture of the bone operculum and the prevention of any sinus membrane perforation risk
Practical advantages of SinCrest technique:
Minimally invasive and atraumatic technique (no hammer needed)
Maximum operative control in each step of the surgical procedure
Insertion of any kind of implant starting from Ø 3.75 mm
Predictable results
Fully steamed-sterilisable kit
Fully equipped kit and Mini-Kit are available.

For further information, come to our booth Hall 10.2 O-065

Meta by CGM SpA
Reggio Emilia – Italy
Tel +39 0522 502311 Fax +39 0522 502333 info@metahosp.it
www.metahosp.com

Lares Research

Is a manufacturer of high quality, precise, high-speed turbines high-speed lighting systems and a leader in high-speed miniaturization since 1979. Lares is an FDA Registered Manufacturing Facility, an EN 13485 Certified Facility, a member of the American Dental Trade Alliance and our products carry the CE mark. We are looking to expand our worldwide distribution.
Lares features quiet, powerful highspeed turbines that are KaVo MULTIflex®* compatible and are available in either the Euro™ or Ultralite™ models. Both the 557 Ultralite and the 757 Ultralite deliver powerful levels of cutting power; the 757 offers 20.8 watts, and the 557 Ultralite offers a powerful 15.3 watts of cutting power. Ultralite turbines are precision machined from the world's lightest weight structural alloy and the 557 Ultralite features a small head for superior accessibility and weighs 31 grams. The 757 Ultralite offers a full-size head and still weighs less than 35 grams and is also equipped with triple-port water spray for enhanced cooling.

The Euro™ line of highspeed turbines, which includes the 557 Euro™ and the 757 Euro™, is for dentists who prefer a heavier feel with an ultra smooth hygienic grip. The 557 Euro™ offers power and durability in a compact head with stainless steel construction while the 757 Euro™ features triple-port water spray and stainless steel construction with more than sufficient power for the toughest cutting requirements. The 757 Euro weighs less than 68 grams and has 20.8 watts of peak power.

*Multiflex is a registered trade mark of Kavo

HALL 4.2 Stand K-68
Lares Research, CA – USA
sperkins@laresdental.com – www.laresdental.com

Tizian CAD/CAM – without limits!

Tizian CAD/CAM is an economical and user-friendly system of the latest generation.
All components are perfectly designed to complement one another. The open data interface of the scanner and the milling unit allow for incredible possibilities.

The optical scanner Tizian Scan generates the data after a short scanning time and transfers it to Tizian Creative. The software is based on an industrial kernel, which offers you a range of exclusive design possibilities. The automatic identification of the outline with possibility to manipulate morphologic connectors and garlands, and working with reduced anatomic crowns are just a few of the system's unique features. The innovative Tizian Cut transforms the high quality CAD data into precise zirconium or acrylic frameworks.

We cordially invite you to visit our booth no. G 10/H 019 in Hall 10.1 at the IDS. Amongst other innovations, Tizian CAD/CAM with all new features is demonstrated live at our booth. Upon request, we can also offer private demonstrations in a separate room on the fairgrounds.

Schütz Dental GmbH, Germany
Tel. +49 6003/814-0 - Fax +49 6003/814-906
exportinfodent@schuetz-dental.de - www.schuetz-dental.de

Dentalica SpA

located in Milan, markets a full line of dental products since 1954 and it is a well established company with an ever increasing turnover and market share. Dentalica is an important key reference and undisputed preferential partner for more than 500 Italian dental dealers who get advanced and complete services such as: personalized marketing actions, fast and transparent logistics, margins and promotions, flexible financial instruments.

Since early 1980 we have developed our own high quality and advanced new line, PRECISION, accurately selected from the best international manufacturers and successfully marketed in several European countries since 1990.

PRECISION line is characterized by the great variety of possibilities, a rich and complete range in continuous evolution able to satisfy the several customers needs: from endodontic to cementation, from filling to adhesion and reconstruction, from impression to disinfection…and much more.

All products are state of the art and are fully ISO certified, CE marked and comply with all existing dental norms and standards.

The main advantages in marketing our PRECISION line in your area are:

Competitive process - high gross margins
Exclusivity – non competition in your area
Excellent service, immediate delivery and back up service from Milan

"New chances to work better". This message contains our philosophy and engagement in developing many promotional activities, in order to ensure the ever-growing customers satisfaction.

Please visit us at IDS 2009: Stand n° L/014- Hall 11.3

Dentalica Spa -Via Rimini 22 - 20142 Milan - Italy
Tel: +39 02 895981 – Fax +39 02 89504249
Email: export@dentalica.com – www.dentalica.com

Gapless

Introducing its revolutionary Slot-Bridge, German based company gapless GmbH established one of the most innovative products in the dental market during the last years.

The minimally invasive treatment method restores a single missing posterior tooth within 30 minutes without placing an implant or a conventional bridge.

The world's first prefabricated bridge combines all matters of state-of-the-art dentistry in one system: with the aid of an easy to use positioning device and a grinding template standardized, small cavity preparations are performed. The prefabricated, accurately fitting Slot-Bridge with its zirconium-oxide core veneered with hybrid-ceramic is inserted immediately after the preparation.

The short treatment time of just a single visit for a definitive restoration enables the dentist to increase the practice's added value enormously alongside enhancing patient satisfaction.

The focus of gapless is the development of innovative treatment methods based on the latest scientific knowledge in conjunction with using biocompatible materials.

Headquartered in Umkirch near Freiburg gapless cooperates with Germany's most respectable universities as well as with renowned clinicians.

gapless' innovative developments and outstanding materials lead to high-quality products of the very first class.

Meet gapless at IDS Cologne in Hall 4.2, Stand L29.

Gapless GmbH (Germany)
Tel: +49 7665 9325108 - Fax: +49 7665 9325109
info@gapless.de - www.gapless.de

Dmetec

We, Dmetec, are really pleased to attend IDS 2009 and could announce our quality products for the people from all over the world.

Dmetec is one of the leading firms in Korea, specializing in the export of Dental Equipment, especially specialized in Dental Ultrasonic Piezo Scaler, LED Curing Light, Air Jet Polisher, X-ray film viewer and UV Disinfector. We are designated as not only Superior Exporting Company but also INNO-BIZ, Venture company, and having two Patent and two Utility & Practical Model Certificates with obtaining international ISO 9001, ISO 13485, CE 0120 , FDA, SFDA and GOST, etc.

We would like to highlight our new product ìSurgystarî ñ Ultrasonic Piezo Implant Surgery at IDS 2009. The core technology of Surgystar is focused on the safer & faster operation with protecting a membrane. With 10pcs special patented tips which have stopper and internal irrigation system, dentists will prevent from any damage to Sinus, thus no risk at all.

We would appreciate any assistance you could give us in establishing contact with qualified importers, and if you require further information we will be pleased to send it along promptly. With the belief of through quality control and after-sales management as a one of world-class product manufacturer, we all staffs will devote all energies to the development of quality and new products forever

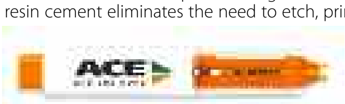
Hall 3.2 Stand E083

Dmetec Co., Ltd - KOREA
Tel: 82-32-234-1441 - Fax: 82-32-234-1444
www.dmetec.com - dmetec@dmetec.com - kay@dmetec.com, sundancesea@gmail.com

BISCO Dental Manufactures a Full Range of Restorative Products Tried, True and New!

For over 20 years ALL-BOND® has been considered by industry thought leaders to be the gold standard in dental bonding. ALL-BOND, the recognized brand leader in dental adhesives, has once again taken the dental bonding process to a new level with the introduction of ALL-BOND 3® and ACE™ ALL-BOND SE®, the first self-etch adhesive to wear the ALL-BOND name.

In addition, BISCO is known for our legendary resin cements. Whether you are cementing veneers, crowns, bridges, inlays, onlays or posts, BISCO has the right cement. DUO-LINK™ is a universal cement with a proven clinical track record for optimal success and C&B™ Crown and Bridge Cement is designed to provide adequate working time and low film thickness to insure complete seating of restorations. Also available, BisCem® self-adhesive resin cement eliminates the need to etch, prime or bond the prepared surface reducing procedural time.



It is with great excitement that BISCO introduces PRO-V™, a NEW provisional material designed to address the differing requirements for creating and placing provisional restorations. The system comes with PRO-V Coat, the "first of its kind" hydrogel separating agent which prevents the dentin surfaces from any bacterial or temporary cement contamination. The system also includes PRO-V Fill and PRO-V Flo Inlay and Onlay composites providing strength and durability while creating an optimal marginal seal. BISCO's provisional restorative system supports the Immediate Dentin Sealing Technique and more!

To learn more about BISCO products visit us at Hall 11.3, Booth J-018.

tel: 1-847-534-6000
Website: www.bisco.com

Coramex, S.A.,

Div. of Corix Medical Systems, has been a leading manufacturer of diagnostic X-Ray Equipments since 1974. From our facilities located in Mexico City we are exporting our products to the U.S.A. and several other countries in Central and South America, covering the needs of our Customers in the Dental, Veterinary and Medical field.

At the 2009 IDS Dental Show in Cologne we are exibiting our new Intra-oral X-Ray Equipment, model Corix 70 Plus-USV, equipped with a modern Tubehead, and a new state of the art Control Panel with a bright LCD display and an array of sub-menu options only provided in the market by Corix Medical Systems.

Hall 4.1 Infodent booth A088 / C089

CORAMEX, S.A.
A Division of Corix Medical Systems Lauro Villar 94-B, 02440 Mexico, D.F., Mexico.
Tel.: +52-55-5394-1199 - Contact: sales@corix.us

EXCLUSIVE AGENT FOR THE U.S.A. : CHICAGO X-RAY SYSTEMS, INC.
Tel.: +847-459-3889, 800-870-2792 - www.chicagox-ray.com

Sabilex

SABILEX INJECTION SYSTEM

Sabilex® has been producing dental equipment and materials for more than 57 years. Sabilex® high precision injection system combined with Sabilex® optimum quality materials offers excellent aesthetic and functional solutions.

SABILEX INJECTION MATERIALS

Sabilex® provides a variety of monomer free thermoplastics for producing partials, dentures, bruxism devices, sport mouth-guards, plastic-metal combined cases, tooth coloured clasps, frameworks, unilateral, bridges and many other uses.
Sabilex® thermoplastics are safe, non-toxic, biocompatible, comfortable, and biologically inert. Sabilex® dental plastics are FDA medical grade and CE certified. Dental cartridges are factory vacuum sealed and do not require pre-heating.

SABILEX® INJECTION MACHINE:

Features and benefits:

Available in 2 options: automatic and semi-automatic/ built in heater/ digital temperature controller/ pneumatic injection cylinder/ accurate reproductions/ space saver, compact design/ reliable solid construction/ light weight (12kg)/ easy maintenance/ best cost/ benefit relation/ CE certified
Sabilex® starter kit contains:
Injection machine, flask, cartridges with resin, accessories, user's manual, technical instructions CD, and promotional flyers.

Hall 11.2 M036

Sabilex® Flexafil SACI – Argentina
Tel/Fax: +54 11 4854 4814
www.sabilex.com - info@sabilex.com

GIDIEMMESMILE s.r.l.

Is a manufacturer and distributor of both carbamide peroxide and hydrogen peroxide based tooth whitening systems and whitening activator lamps.
GIDIEMMESMILE is a young and dynamic firm which was born from a twenty-years-old experience in the dental care and aesthetics field combined with the aim of fulfilling and satisfying all the needs of our customers. Thanks to its deep expertise in this field and to the most cutting edge technologies currently available, GIDIEMMESMILE takes care of all the needs of its clients, constantly bearing in mind relevant factors such as quality and prices.

All of our products are conform to the CEE directives and have the authorization to use the CEE symbol.

Hall 11.2 Q030a

GIDIEMMESMILE s.r.l.
40069 Zola Predosa (BO)- Italy
Tel: +39 051 6167 418 Fax: +39 051 6187 57
www.gdmsmile.com- www.gdmdental.com
info@gdmsmile.com

Talleres Mestraitua

Once again we are very pleased to confirm that Talleres Mestraitua, S.L. will be attending IDS 2009 in Cologne. This year we will have the chance to show some of the new products that MESTRA will launch to the market during the year and to contact many of our customers and collaborators from more than 40 different countries worldwide. Nowadays IDS is the most important dental show in the world and hence a must-attend event for MESTRA.

Among the new products to be launched during 2009 we should emphasize the automatic machine for powder dosage. The machine pours the exact amount of water and plaster previously selected by the user in a vase. Afterwards you only need to mix it up and you will prevent the characteristic dirt and waste of time of manual dosage.

We will also show the new generation of Iris vacuum-mixers with an updated design, a smoke-catalyser that can be fitted to the HP pre-heating furnaces and many other tools and devices that will be included in the new MESTRA catalogue.

Our staff will be very pleased to have a chat with you and show you the new products mentioned above. We will be at the **11.1 Hall, Stand F-20 G-29.**
Do not hesitate to visit us!

White Peaks Dental Systems

Introduces the milling systems Calidia 4x and Calidia 5x
As a German manufacturer we are specialized in the production of dental zirconium blanks. Exclusively using raw materials from Tosoh / Japan, the world leader in dental zirconium technology, the blanks are CE marked and certified in compliance with the highest standards. Our Copran ZR zirkonium blanks are compatible with nearly all CAD/CAM milling- or manual systems. Calidia 4x and Calidia 5x, the new 4- and 5-axis CAD/CAM milling systems are specially designed for the dental technology. With a weight of approx. 650 kg these systems are small enough to fit into the average lab, but heavy enough to perform excellent speed milling, highest accuracy and are capable of milling not only zirconium but non precious alloys or titanium. These open systems, like all our materials and other components are obligation and royalty free. No hidden costs, no adhesion contracts, no yearly fees. Check out the outstanding performance during the IDS 2009 in hall 3.1 / H 40 or at our zirconium production facilities in Wesel / Germany.

If you already own a CAD/CAM system, check out our software White CAM 3.0 - your way to independence. Free choice of zirconium and other materials for your system. Up to 50 units in one blank due to our new interconnection design.
Visit our website for further details.

White Peaks Dental Systems GmbH & Co. KG , Germany-
Tel: +49 281 206458-12 - Fax: +49 281 206458-13
www.white-peaks-dental.com - info@white-peaks-dental.com

CeramicMaster E10

New economical programmable vacuum furnace for dental ceramics

- designed for all types of dental metal ceramics
- 100 operational programs
- completely controlled process - 14 programmable parameters in every program: name, idle temperature, dry temperature, predrying time, drying time, firing, first cooling time, second cooling time, vacuum control
- improved system for auto-diagnostics
- multifunctional handle easy for operation
- a quartz muffle
- an option for automatic continuation of the programme on brief power breakdown
- an option for transfer of programme parameters on series interface RS232
- an option for a remote analysis of the damage

TECHNICAL DATA

Vacuum pump data
• suction capacity : 22 l/min
• vacuum more than : 900 mBar
Maximum firing temperature : 1150 °C
Effective firing chamber dimensions : dia. 95 mm, h 60 mm

HALL 11.3 Stand J040/K041

VOP Dental Equipment Manufacturing, Bulgaria
official@vop-bg.com

Confi-Dental

ATTENTION DENTAL DISTRIBUTORS!
Confi-Dental, located in Louisville, Colorado USA, is a manufacturer of a wide range of Dental Products (Composites, Cements, etc.) Confi-Dental's expertise as both a branded and contract manufacturer combine to provide you superior products. To learn more, please visit our IDS-Cologne booth: **Hall 4.2/J57** or e-mail ksanford@septodontna.com. (Sorry, we do not sell direct to the public.)

Confi-Dental Products Co., Louisville, USA
Tel. +1 303 665 7535 – Fax. +1 303 666 4320
www.confi-dental.com

Vatech

Meet the new face of Vatech&E-WOO at IDS 2009
"Caring Insight, Vatech&E-Woo"

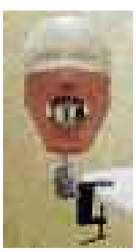
During IDS 2009, Vatech&E-WOO unveils its new corporate identity and slogan. The new CI represents the compounding effect of lights which project warmness toward humanity. It symbolizes the unification of separate business entities and will raise the brand awareness of the unified corporate identity of VATECH&E-WOO.

Like its new corporate motto, "Caring Insight", VATECH & E-WOO values the advancement of insightful technologies which contribute to the quality of life and respectful care for humanity. With the biggest booth space in IDS2009 (878.5m^2, **Hall 4.2, J-10 booth**) Vatech&E-WOO focuses on three different product zones; CT zone, Pano zone and S/W zone.
In CT zone, new dental CBCTs are being introduced, mainly PaX-Reve3D, PaX-Zenith3D, and PaX-Master3DS. In Pano zone, new PaX-Primo and PaX-Uni3D will be displayed. At S/W zone, there are variety of dental diagnostic software programs such as Ez3D2009 and EzDent. In spite of the pervasive financial crisis and economic downturn, VATECH&E-WOO continues its stride to become the leader in the digital imaging industry

through relentless investments in research and development of new technologies. The latest product offerings certainly raised the bar of a safe, precise dental diagnosis and treatment by providing superior quality of diagnostic images and improving the user convenience which far surpass that of competitors. This will, in turn, contribute to the overall advancement of dental community by differentiating dental professionals with unprecedented level of patient care.
Vatech&E-WOO celebrates the commencement of its new CI and product offerings by giving away free gifts such as notebooks and digital picture frames by drawing for everyone who visits its booth.

Navadha

Is displaying Portable Phantom for individuals to Practice and Training. This low cost completely portable unit fits in a small box that can be carried anywhere. The Unit comes with clamp that can be mounted easily on any bench, tables or flat surfaces. The Adjustment allows the Mannequin head to be reclined up to 150 degree, and the head can be moved 30 degrees sideways. All leading Brands of Typodont Jaws can be mounted and worked upon easily on it Universal Articulator. The integrated water collection and drainage system enable dry work field. Besides being useful for Dentist Training, Practice and Patient Demonstration; it can be used by Dental Product companies to effectively demonstrate and display their product application and uses to customers. Made from High quality Rust Free Steel & metal components. It's time for each student to own his personal practice mannequin. Navadha also offers Simulators designed for single student or twin seating. Simulators come integrated with Control Boxes, Lights, Connection for Handpieces, AirWater Syringe etc. Customised Designs for customers possible.



Navadha offers
manufacturing, designing and OEM services for producing Dental Components in Metal, Plastic, Rubber and High quality Resins all at reasonable prices. We can create Animated Films to demonstrate products applications, Product Design, Print Catalogues and Product Literatures, Packaging / Re-packaging and Distribution World-over. We understand Dental products and can assist better than others. Client confidentiality maintained. Existing product EDUCATIONAL: Phantom Head, Simulators, Typodont Teeth, Educational Models, Implant Training Mandibles, Animated Procedures. PROMOTIONAL : Dental Toys, Novelties and Gifts. ORAL HYGEINE: Prepasted Toothpaste, Children Toothpaste. DISPOSABLES: Cheek Retractors, Disposable Impression Trays, Cotton Dispensers, Bowls, Spatulas etc

Hall 4.1 Stand D070 / E071
Navadha Enterprises – India
www.navadha.com - contactus@navadha.com

Suni

Since its creation in 1995, Suni Medical Imaging has been a leader in digital radiography, pioneering several advanced digital sensor technologies. From the company's ISO 9001 certified, state-of-the-art facility in San Jose, CA, Suni manufactures two different digital X-ray sensors – SuniRay and Dr. Suni Plus. Additionally, Suni recently introduced the SuniCam II intraoral camera.

SuniRay uses CMOS technology and state-of-the-art microelectronics to deliver sharp, crystal clear images. The sensor's ergonomic design and rounded corners ensure easy positioning and optimal patient comfort. SuniRay's small and lightweight, so it moves easily between operatories. Other features include strain relief at the cable/sensor attachment for a longer lifespan and a 2-year warranty. SuniRay easily integrates with a wide variety of practice management software programs.

Newly redesigned to be more comfortable and rugged, Dr. Suni Plus is the benchmark for intraoral imaging. As the thinnest sensor in the world,
Dr. Suni Plus is the perfect balance of form, function and value. Available in three sizes (0, 1 and 2), Dr. Suni Plus delivers exceptional image quality with maximum diagnostic capabilities, and comes with the best warranty in the industry – three full years!

Crystal clear images and tooth-to-portrait depth of field make SuniCam II intraoral camera the perfect diagnostic partner, and an ideal tool for enhancing patient education. With its foolproof free-focus, LED lighting system and aspheric lens, a detailed, distortion-free image is produced every time. And, its SuniTouch finger glide technology eliminates blur associated with motion caused by "tapping" to capture an image. The lightweight camera's curved design provides easy access to hard to reach areas of the mouth while keeping the operator in proper ergonomic position. Plus, its compact rounded head accommodates oral anatomical variables. Perfectly balanced, SuniCam II is the right fit for the contemporary dental practice.

Suni – The value leader in digital imaging.
IDS Hall 4.2 H-060/J-061
www.suni.com - international@suni.com - Dealer inquiries welcomed

HOGIES Australia Pty Ltd is a family owned company with Jason A. Hogan as the CEO.

- The technical demands of the dentist's environment are constantly changing.

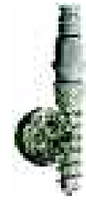
HOGIES Australia Pty Ltd has a dedicated research & development program to keep abreast of forecast changes in the dentist's working environment.

- HOGIES Australia are specialist opticians providing ophthalmic products and services to dentists for over 50 Years experience.
- HOGIES unique designs offer a totally integrated system to combine Galilean or Prismatic magnifying loupes, co-axial LED auxiliary illumination, eye protection and eye glass correction with additional provision for laser filters and/or micro camera.
- The patented magnetic technology of the HOGIES system will provide for any combination of the elements of the device to be instantly, conveniently and securely combined or interchanged or to be used as a simple magnifying loupe.
- HOGIES Australia Pty Ltd is an innovative company combining exciting fashion design with advanced ophthalmic technology.

HALL 11.3 Stand J029
HOGIES Australia Pty Ltd
www.hogies.com – hhogan@netspace.net.au

LEADER ITALIA srl

Manufacturer of the well known Implus, S-Type and Nano Implants, after four years of researches and studies in vitro and in vivo has started the production of a new range of sintered titanium Implants named "TiXos".
The innovative direct laser fabrication process (LST Laser Sintered Tianium), exclusive patent by LEADER ITALIA, is a revolutionary manufacturing technique that enables the production of models with precisely defined structure and proportions based on 3D virtual data. The desired model is produced by sintering nano-particles of metal powder by a focused laser beam. The implants are computer designed and the resulting surface is characterized by intercommunicating cavities that interlock with the host bone.
The cavities geometry and connection, from 2 to 100 micron, is accurately selected during the project stage. This geometry allows bone penetration deep inside the implant body, creating pits and pores that are colonized by bone cells.
The new TiXos implant line is a pioneer in the new age of implant manufacturing, thanks to innovative technologies that allow to obtain particular mechanical and biological features and the possibility to build up custom-made implants for immediate loading and post-extraction, with the precise form of the tooth root, designed starting from patient's CT scan.



One implant of the new TiXos line

Surface geometry with interconnected cavities and pores

Hall 10.2 U019

Leader Italia Srl – Italy
www.leaderitalia.it – export@leaderitalia.i

CSN INDUSTRIE

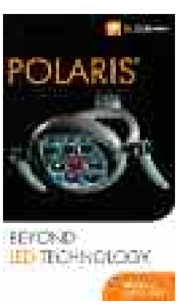
RX2HP is the high resolution CCD intraoral sensor with fiber optics and CSI scintillator technology. This advanced technology enables the acquisition of very high resolution images while reducing the X-ray dose received by the patient. The integrated fiber optic layer protects the microprocessor and drives light from the scintillator directly to the CCD surface, with a real grey transfer of 16 bit (i.e. 4096 grey levels).
The reduced size guarantees outstanding comfort to the patient and easy and accurate positioning even in the narrowest oral cavities. RX2HP intraoral sensor allows Dicom image acquisition – 100% compatible – and is equipped with the new Twain interface. It is supplied with CSN Image Software for the management of patient's data and images: the new filter options improve image resolution and enhance the diagnosis. The new and

innovative interface integrates the possibility of acquiring images from all dental equip ments (intra oral camera – Radiovideography - Photocamera - Digital Panoramic - CT and Panoramic in Dicom format). RX2HP is supplied with the sensor holders kit for parallel technique that ensures perfect image acquisition in vertical and horizontal position, bitewing and endo techniques.

Hall 10.2 U019

CSN Industrie Srl - Italy
tel. +39 02.6186111 - fax +39 02.61290676
export@csn-industrie.it – www.csn-industrie.it

G.Comm



Discover our mission, our values, our daily commitment to dental care and innovation. G.Comm is an innovative company, focused on the production of components for dental units.

Starting its activity as distributor of Start Italia, a company with 20 years experience in the production of dental lights and electric micromotors, G.comm inherited its know-how and started producing and selling their products with its own trade mark, reliable, high quality, competitive products for the well work of dentists and the well being of patients, always in total respect of sanitary regulations, hygienic conditions and environmental safety. Together with dental lights and electric micromotors G.Comm supplies hundreds of components for dental units:
monitor arms; tray arms; instruments hoses; tubings; vacuum tubings; pneumatic valves; infection control devices; foot control; syringes; pressure regulators; control blocks; electro-pneumatic boards and many others. G.comm will also design and create your custom product under your specific, personal request to help you find the best and finest solution to your dental unit. Currently working with over 25 different countries, G.Comm is now determined to grow larger and experience new markets all around the world.

G.COMM

HALL 11.2 Stand N/051

G.COMM – Italy,
Tel. +39 039 6060420 – Fax: +39 039 6926991
www.gcomm-online.com - info@gcomm-online.com

DXM (Digital eXcellence for Medicare)

Has been established since 2000 and located in Korea and specialized in inventing new products, design and manufacture of dental equipments.

We have newly produceD "ENDO@pex" This is the combination of **"Cordless Gutta Easy(Guttapercha obturator handpiece) & "FriENDO(Heat condenser instrument).**
It is the meaning of easy medical treatment on ENDO apex system. Our DXM Co.,Ltd has made ENDO@pex final version. The Gutta Easy handpiece has fastest time to reach 200°C temperature around 26 second and rotating system on heat chamber 360°, free from the breaking or bending needle tip. The FriENDO is the meaning of friend to ENDO and it has confortable grip & fastest time to reach 200°C temperature around 0.5 ~1 second. It is absolutely safe and easy. Inquiries are welcome.

dxm

HALL 3.2 E065

DXM Co.,Ltd - Korea.
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overseas@dxm.co.kr - www.dxm.co.kr

MICROBRUSH® INTERNATIONAL

Best known for its namesake brand – the Microbrush® Brand, is the world leader in micro-applicators. Product portfolio includes the most complete line of applicators used as essential tools for restorative dentistry. Under different brand names: Microbrush® disposable micro-applicators, Ultrabrush® bristle brush applicators, microStix™ adhesive tip applicators, Flowthru™ syringe tips, Aplidose tubes & plugs, and microCLIK™ tip handle, practitioners can find the right applicator for every application need. Each product is carefully designed in consulting with leading dental material manufacturers and dentists, who help to ensure outstanding product design and performance. Manufacturing facilities are located in USA and Ireland; both plants operate under outstanding quality assurance programs and with high technology equipment that allows the company to produce applicators of extraordinary quality. Product sold through distributors and dealers worldwide. Customized product development available for OEM kits.

MICROBRUSH INTERNATIONAL

Hall 4.2 K-078

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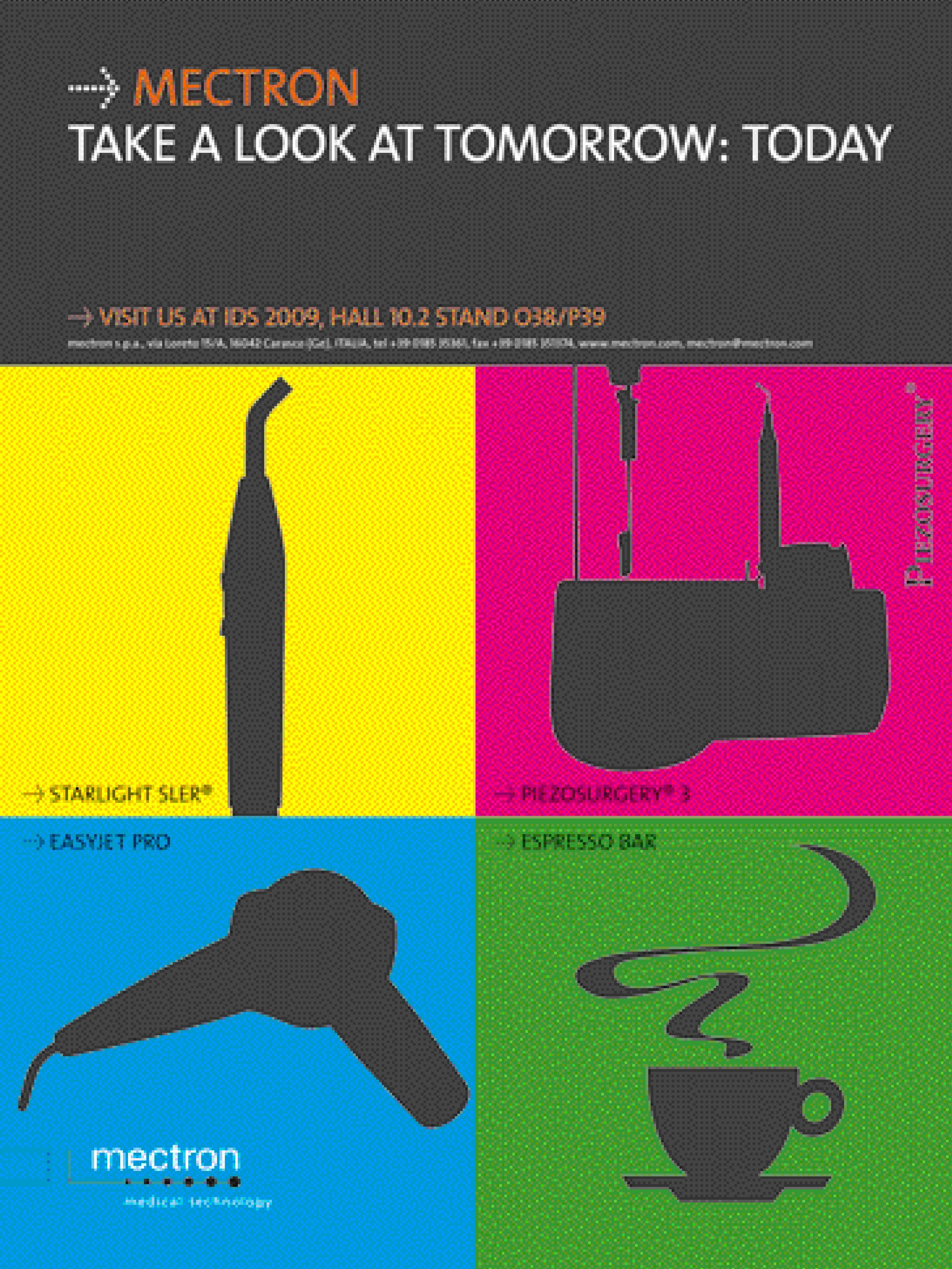
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