

Nobel Biocare and Ivoclar Vivadent

Preferred Partner Program

Nobel Biocare has signed a preferred partnership agreement with Ivoclar Vivadent as part of a newly established Preferred Partner Program. The collaboration will offer the company additional access to high-performance ceramic and acrylic prosthetic materials, thereby enabling Nobel Biocare to expand its restorative and prosthetic portfolio through new products, solutions and materials. This partnership also includes the development of new materials, joint educational and training programs and commercial activities.

Nobel Biocare has initiated a Preferred Partner Program with selected dental material providers with the goal of further strengthening NobelProcera's leading market position in CAD/CAM-based dentistry. The resulting collaborations will afford Nobel Biocare access to a wider range of state-of-the-art and high-performance dental materials, and thus enable it to offer customers an even broader portfolio of restorative and prosthetic solutions. Nobel Biocare's extended offer will include new products, better veneering solutions, cost-effective treatment options and complete solutions for edentulous indications.

The partnership agreement signed with Ivoclar Vivadent, a worldwide market leader in restorative and prosthetic materials for dentists and dental technicians, will provide Nobel Biocare access to high-performance ceramic and acrylic materials. Nobel Biocare will consequently further expand its comprehensive portfolio of prosthetic solutions that offer outstanding esthetics, strength and fit for every indication and restorative need. Under the terms of the agreement, the partnership with Ivoclar Vivadent also involves joint research and development programs, the sharing of clinical research and studies, educational and training programs for dental laboratories and clinicians as well as joint commercial activities. The agreement with Ivoclar Vivadent will complement Nobel Biocare's recent launch of a new scanner, software, broad range of new prosthetic products and materials.

Domenico Scala, CEO Nobel Biocare: "This partnership with the world-leading dental materials provider, Ivoclar Vivadent, marks another step in our strategy to strengthen NobelProcera's position as a key offer in CAD/CAM dentistry. This cooperation, which also encompasses research, development and education, ensures optimal product fit between the two providers, leading to better clinical results for dental professionals and their patients."

"As a leading materials company we see a partnership with Nobel Biocare as an ideal combination of premium skills – milling systems and materials", said *Robert Ganley*, CEO of Ivoclar Vivadent. NobelProcera is a leader and pioneer in CAD/CAM dentistry while Ivoclar Vivadent is a market-leading materials company with innovative ceramics, such as IPS e.max CAD, and a unique acrylic provisional material system that is due to be launched in 2010."

Areas of partnership with Ivoclar Vivadent

The partnership agreement with Ivoclar Vivadent covers the following areas:

IPS e.max ceramics for full contour crowns

Ivoclar Vivadent will provide Nobel Biocare with IPS e.max CAD lithium disilicate ceramics for the production of full contour crowns. IPS e.max lithium disilicate ceramics material offers premium material strength, excellent translucency for high esthetics and long-term durability. IPS e.max ceramics can be used for final restorations on natural teeth and implants. Nobel Biocare will start to launch its new range of IPS e.max products as of mid-2010. The IPS e.max products will be milled in Nobel Biocare's state-of-the-art industrial milling centers, ensuring optimal product quality.

High-performance acrylics for an expanded range of temporary prosthetic solutions

Ivoclar Vivadent will provide Nobel Biocare with newly developed acrylic material for temporary crowns and bridges. Together with NobelProcera's state-of-the-art CAD design and unique CAM manufacturing process, Ivoclar Vivadent's acrylics material will represent a durable prosthetic solution with excellent surface finish and fit. The new temporary solution will be introduced to the market as of March/April 2010.

Veneering solutions

Ivoclar Vivadent offers a broad choice of veneering solutions. Both parties have joined forces to develop a unique certification process that ensures the highest standards for final restorations based on their combined product offerings. NobelProcera customers will benefit from veneering solutions and procedures fully compatible with NobelProcera products and materials.

Commercial, training and research partnership

According to the partnership agreement, the prosthetic collaboration includes the development of new materials, as well as training, educational and commercial activities. Nobel Biocare will promote Ivoclar Vivadent's veneering material while the new Nobel Biocare CAD software will grant NobelProcera

customers access to Ivoclar Vivadent's tooth library. Both parties will combine their training and education competencies to offer customized training programs for acrylic solutions, IPS e.max solutions, veneering, denture prosthetics, and treatment planning, preparation and placement techniques. ■

More Information

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3rd International Camlog Congress, 10 to 12 June 2010

Setting New Benchmarks

The initial brochures had not even been printed when incoming online registrations were already reaching the double digit range at Camlog. Apparently, interest in and expectations for the 3rd International Camlog Congress 2010 in Stuttgart are very high – analogous to the above-average standards that Camlog has created and set for itself in the variety and quality of the congress program and the qualification of top speakers.

This again clearly illustrates the company's goals: to offer scientifically based, up-to-date continuing education, to set new benchmarks in the industry, and to continuously increase user benefits. The renowned names of the scientific congress committee speak for themselves and vouch for quality: *Prof Jürgen Becker, Dr Sven Marcus Beschmidt, Prof Rolf Ewers, Prof Robert Sader, Dr Frank Schwarz, and Prof Wilfried Wagner.*

Although the majority of the speakers are from Germany, internationalization is playing an increasingly prominent role for the Camlog Group. Proof is in the growing number of internationally renowned congress speakers.

Camlog is expecting a significant augmentation in the number of participants at the 3rd International Congress in Stuttgart over past congresses, which were very well attended with approximately 700 participants. ■

More Information and Registration

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