Maxillent brings sinus lift implant to Hong Kong

HONG KONG: Maxillent has recently signed an exclusive agreement involving its iRaise dental implant with medical device distributor Pioneer Richter Medical Distribution. Under the terms of the contract, the Chinese company will be allowed to market and sell the device in Hong Kong’s growing dental implant market, Dental Tribune Asia Pacific has learned.

Shanghai-based Pioneer already distributes a number of products from different dental manufacturers in China, including those from German dental lab supplier Wieland Dental. Maxillent CEO Gideon Fostick said that the company was selected owing to its expertise and reach in Hong Kong and other Asian markets. Other details were not disclosed.

The deal is Maxillent’s first attempt at gaining a foothold in Far East, where an increasing number of dental practitioners have begun to offer implants as a treatment option. According to a survey conducted by researchers at the University of Hong Kong’s Faculty of Dentistry, more than 60 per cent of dental practitioners in the city were already practising implant dentistry in 2006. Up to now, the market has been shared by Western manufacturers like Nobel Biocare and Straumann, which have been rivaled by low-cost providers from South Korea in recent years.

Maxillent’s iRaise dental implant features an internal channel that allows clinicians to inject fluids directly through the implant into the sinus, a novel procedure that significantly reduces complications, as well as chair and recovery time, compared with traditional sinus lift procedures, the company said.

In addition to iRaise, Maxillent currently distributes a tapered implant under the Sure brand, as well as prosthetics, surgical instruments and bone grafts, in Israel and several European markets.

Cortex announces new implants

COPENHAGEN, Denmark: At the EAO annual scientific congress, the Israeli company Cortex recently showcased its whole range of products and new ideas for the future of implantology. Dr Meir Mamraev, CTO and Senior Vice-President of R & D, said that besides launching new devices soon, his company intends to increasingly target markets in North America.

Founded in 2008 by a group of oral and maxillofacial surgeons, clinicians, opinion leaders and investors in the dental industry, the company based in Shlomi has dedicated itself to designing and producing top-level tooth replacements. Besides dental implants, it also manufactures and distributes prosthetic components like abutments and various instruments for dental implant surgery.

Cortex products are currently available in major markets including Asia, where the company recently received approval by the Chinese State Food and Drug Administration, as well as Latin America and Europe. “Although we already have 30 distributors worldwide, we are still looking for new partners,” Mamraev said.

“We are not present in the US yet but we are considering moving a part of our production there and opening a subsidiary, to ensure that we are ready for this large and demanding market.”

He added that his company is constantly working on new patents and clinicians can soon expect to see a new wide implant for immediate loading and a mini implant for flapless procedures, among other things.