IDS 2015 sets up largest showcase ever for dental innovation

BERGISCH GLADBACH, Germany: More visitors than ever will be attending the International Dental Show (IDS) in Germany next year, representatives of the organiser Koelnmesse and the Association of German Dental Manufacturers announced at a press conference in Bergisch Gladbach near Cologne. They said that over 125,000 professionals are expected at the world’s largest dental showcase, which will be held again in March next year, to learn about the latest developments and trends in dentistry.

With registrations in early December already surpassing those from the 2015 show, a record number of dental companies have already registered for the five-day event. Owing to the increase, the show will occupy an additional hall at the Koelnmesse fairground, extending the overall exhibition space to 150,000 square metres for the first time.

According to Koelnmesse Chief Operating Officer Katharina C. Hamma, almost every fourth company exhibiting at IDS is from outside Germany.

“The high level of internationality and the wide range of exhibits are unique worldwide. This is why the International Dental Show is a must-attend event for anyone who is involved in the dental business,” she said.

Chairman of the Association of German Dental Manufacturers Dr Martin Rieckert said that, while the show will cover the entire spectrum of dental products, a special focus will be on the ongoing digitalisation in dentistry and linking of different systems for better diagnostics and treatment. The latest developments, including new and improved filling materials in conventional fields like restorative dentistry, will be on display as well.

As a first, IDS 2015 will have Career Day, which is intended to serve as a meeting platform for dentists and dental professionals. Professional visitors will also have the opportunity to experience the use of new technologies as part of the novel Know-How Tours, which are being organised in collaboration with two well-known dental practices in Cologne. Proven features, like the Speakers’ Corner lecture forum and Dealers’ Day on the first day of the show, will be continued.

Held every two years in the Rhine city, IDS is one of Germany’s oldest trade shows and is organised by the dental industry in Germany. In recent years, it has developed into one of the most important global exhibitions for dental products and services, attracting professionals from over 140 countries. Most companies choose to premiere their newest product developments here.

In September this year, Neodent announced that its Neutralplus ensures the full power of the peroxide is released without jeopardising patient comfort. The unique blend of soothers and conditioners inhibits plaque formation, and aids in calcium absorption to further reduce sensitivity and ion loss from the enamel. The high water content reduces dehydration of the enamel and decreases patient sensitivity.

The addition of fluoride enables remineralisation of the tooth surface to further prevent sensitivity during and after bleaching.

The high viscosity prevents it can be easily and securely placed into the tray and will remain in the tray for the entire procedure. The pleasantly flavored smear point gel is both fresh and long lasting.

Pola Day and Pola Night are available in single syringe refills, 4 syringe kits, 10 syringe kits and 50 syringe kits.

In September this year, Neodent announced that its business will be known as Instradent from October 2014. In 2012, Straumann acquired 49 per cent of Neodent for approximately CHF260 million (€216 million) in cash.

According to market analyses from 2014, the global market for dental implants and prostheses is estimated to be worth US$9.1 billion (€7.4 billion) by 2018. China, India and Brazil are the fastest-growing markets globally, as they account for an enormous patient population owing to their large populations generally and large ageing populations.

Instradent strengthens foothold in Asia-Pacific dental market

TAIPEI, Taiwan: Dental implant company Instradent, which formerly operated under the name Neodent, has announced that it has entered into a transaction agreement with T-Plus, a Taiwanese manufacturer of dental implants. The agreement will allow Instradent to extend its presence in the Asian market, one of the fastest-growing markets for dental implants.

Instradent stated that it is planning to acquire 45 per cent of T-Plus in March or April in 2015, with the option of increasing its stake up to 90 per cent in 2020. The company could thus control T-Plus by 2018. However, the agreement is still subject to approval by Taiwan’s Investment Commission.

According to Marco Gadola, Chairman of the Board at Instradent, T-Plus was chosen as a partner in the company’s expansion plans because it is a low-cost business in Asia with an established presence in Taiwan and will help Instradent gain access to the value segment of the Chinese market. T-Plus’s dental implant system has already received clearance in China.

Having whiter teeth can increase a patient’s self-confidence and body image. From the first purchase onwards, your patient wants to feel good. They want to feel like they have been to a cosmetic counter or a beautician, not a pharmacy or a dentist.

Pola Day and Pola Night will make them feel wonderful from the moment they purchase their kit! Pola Day and Pola Night are available in sophisticated cosmetic style packaging. Your patients will feel like they are treating themselves!

Pola Day is available in 7.5 % and 9.5 % hydrogen peroxide and Pola Night is available in 10 %, 16 % and 22 % carbamide peroxide.

Pola Day’s and Pola Night's neutral pH ensures the full power of the peroxide is released without jeopardising patient comfort.

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