**IDS continues to grow**

The 53rd International Dental Congress and Exhibition IDS closed with a record number of exhibitors and visitors, despite the slowdown in the world economy. More than 356,000 visitors (an increase of 6.9 per cent) and more than 1,820 exhibitors (an increase of 4.5 per cent) from 57 countries took part in this year’s IDS. With foreign participants making up 65 per cent of the numbers, and a 10 per cent increase in international exhibitors, the IDS has broadened its significance as a global trade and communications platform, with the international dental industry registering order volumes, which in many cases, exceeded expectations.

Dr Martin Rickert, chairman of the Association of German Dental Manufacturers said: “The 53rd International Dental Show gave us above all the positive signal we were looking for. Our projections about a positive development in dental markets have been outstandingly confirmed. I am certain that this IDS will serve as a lasting impetus for the global dental industry and for the international healthcare market alike with it.”

For Oliver P Kuhrt, managing director of Ko-Lmemessiege GmbH, the IDS 2009 is a superlative event: “The IDS is the prime example of a successful international world trade fair and a magnet for the dental industry. It combines all the elements necessary for successful business and is a global communication, trade, innovations and product platform all rolled into one.”

**News and innovations**

With more than 1,100 presentations, new products and advances in technology, the International Dental Show 2009 once again demonstrated its potential as an international innovations platform.

According to Dr Martin Rickert, this was made up of three main trends.

**First: natural teeth are being kept for as long as possible through early and comprehensive diagnostics and minimally-invasive treatment methods. Second: if dentures are necessary, they should look as natural as possible and offer the highest aesthetics and functional quality. Thirdly: the digitisation and networking between practice and laboratory increase efficiency in the economic production of dentures.**

**Speaker’s corner**

Since 2005, Speaker’s Corner has become a successful part of the show’s programme where exhibitors, ranging from global market leaders to new players in the market, present new products, services and manufacturing technologies. The 54th IDS will take place from 22 to 26 March 2011 in Cologne.

**BioHorizons are pleased to announce their biggest IDS conference ever last month. Bringing together all their European teams to showcase the full BioHorizons product range, the response from both new and existing customers was overwhelming.**

With the biggest stand to date, the buzz from the delegates was in the recently-introduced Laser – Lok microchannels to the collars of internally-connected implants. Laser-Lok microchannels are a series of precision-engineered 8 and 12 micron grooves on the collar of dental implants and are unique in the industry as the only surface treatment shown to attach and retain both hard and soft tissue. In addition it was a chance to introduce their new bone regeneration portfolio including the new dental bone graft, Ladderc and mesorbable collagen membrane, Mem-Lok, which is now to the UK from April 2009.

With over 217 employees, BioHorizons has grown into one of the largest dental implant companies in the world. The company has a direct sales force in the U.S., Canada, Australia, Mexico, Chile, Germany, Spain and United Kingdom.

BioHorizons has a proud history of introducing products based on science and evidence based research. For more information on the BioHorizons product range and courses please contact 01343 542200 or salesuk@biohorizons.com or visit our website at www.biohorizons.com.

**NobelProcera™ Takes Off at IDS 2009**

The launch of the new NobelProcera™ scanner and CAD/CAM software made for a memorable International Dental Show, where delegates were able to see the next generation of dental technology.

*Keen to grasp the opportunity, delegates explored the latest evidence based technological innovations from world leader Nobel Biocare, with the aid of the friendly and experienced team.*

The groundbreaking new optical scanner NobelProcera™ utilises conoscopic holography, a patented technology that brings impression scanning and digital model production to fruition. Reliable and accurate, NobelProcera™ enables consistent efficiency and is cost effective. Delegates were impressed with the easy to use technology that allows in-creased productivity and design manufacturing.

The team was proud to illustrate the benefits of the new optical scanner and the all-new NobelProcera™ software. Boasting wax up, full anatomical bridge design and cutback functions, the technology has been designed by dentists for dental professionals, to achieve excellent results quickly and easily.

Nobel Biocare’s cutting edge solution is supported by comprehensive training, and a host of new materials and products such as coloured zirconia, ELA, titanium and acrylic options, to meet the modern dental team’s needs for credibility precision design and manufacturing.

For further information please call +44 (0)1989 430 650, email info.uk@nobelbiocare.com or visit www.nobelbiocare.com.

**Dentists keep pace with technology advancement from KaVo**

KaVo continues to celebrate its 100 year anniversary and illustrated its commitment to supplying dentists with the most advanced, high quality equipment at the International Dental Show 2009 (March 24th-28th), held at the Cologne Exhibition Centre.

The team was proud to welcome delegates, including several from the UK, who had made the trip in order to discover what the future held for dental technology. KaVo introduced delegates to the benefits of Cone Beam 3D imaging and the DICOR 1000 powered by i-CAT; and other cutting edge imaging products from Gendex, including panoramic digital extra-oral x-ray.

Recognising the importance of infection control, KaVo provides superior equipment that does not just perform to a high specification for great results, but also assists in reducing the threat of cross infection. KaVo is the number one choice for ergonomically designed, reliable, high quality dental units and handpieces. KaVo also supplies leading practices with innovative products that boost low maintenance. With a reputation for setting the pace for innovations in dental technology, it was no wonder KaVo enjoyed such a successful Show.

For further information, please contact KaVo at 01494 733 000, sales@kavo.com or visit www.kavo.com.

**Wright Cottrell – The Wright Solution!**

The Wright Cottrell is designed with the response its innovative range of teeth and dental solutions received from delegates at the 2009 International Dental Show in Cologne.

Worldwide delegates explored the vast options available from Wright Cottrell and the outstanding range of quality teeth for all budgets including Acrōne, Senator and Monarch ranges.

• The Acrōne range is unsurpassed in reflecting natural lustre, translucency, hardness and solvent resistance. It offers the best quality available in an uncomplicated choice in shade and moulds.

• Senator is a high quality product, uncompromised by an affordable price. The Acrotone range is unsurpassed in reflecting natural lustre, translucency, hardness and solvent resistance. It offers the best quality available in an uncomplicated choice in shade and moulds.

• Monarch artificial teeth have been developed with only one objective in mind – to match nature. Through years of painstaking research and development, this product has been engineered to replicate the exact look and feel of natural teeth.

To discover what the team at Wright Cottrell can offer you and your practice call freephone 0800 688 8199 or go online to www.wrighthealthgroup.com

**Eschmann leaves delegates holding all the aces at IDS ‘09**

**The Eschmann team made sure that visitors went away holding all the aces. Providing the comprehensive infection control solution, Eschmann is the source for the renowned Little Sister autoclaves and washer disinfectors, which give practices complete confidence in their decontamination processes.**

Meeting the need for reproducible and verifiable results, the Little Sister range represents the most advanced solution, offering excellent performance and helping dental practices meet overcrowding requirements. Available in a wealth of purchase options to suit any budget, Little Sister reliability does make a big difference in satisfying the industry’s guidelines.

Supporting their clients with the complete installation, training and after-care service, Eschmann works proactively to ensure effective and consistent implementation of gold-standard infection control protocols. For more information please call Eschmann on 01903 875 787 or email ic.sales@eschmann.co.uk, www.eschmann.co.uk

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