

PRESS RELEASE | DENTSPLY FRIADENT

DENTSPLY Friadent: Dental Implants for Life

The right solution for every clinical situation for over 30 years

Mannheim, December 22, 2008 – **Manufacturing dental implants for life – this defines the vision of DENTSPLY Friadent.** The well-known manufacturer of dental implants is a subsidiary of the American company DENTSPLY International, the world leader in the dental supply industry with a total of 9000 employees. A total of 850 employees work for the DENTSPLY implant division around the world, and DENTSPLY Friadent and its subsidiaries employs about 580 people around the world.

The head office is in Mannheim, Germany. There and in Hanau-Wolfgang DENTSPLY Friadent has two competency centers where dental implants, prosthetics, instruments and augmentation materials are developed and manufactured under rigid quality assurance regulations.

DENTSPLY Friadent, with over 30 years of history of success in the market, is now one of the most innovative and successful companies in the industry.

A special research program for development of the domestic ceramic industry with the Baden-Württemberg state government in 1974 marked the start of the rise of DENTSPLY Friadent to become one of the most important manufacturers of high-quality and innovative products with the "Made in Germany" label for the international market.

The specialist in implants is now represented around the world with six subsidiaries in Europe and more than 70 representatives in other parts of the world.

Partner for a successful dental practice

Dr. Werner Groll, Managing Director and Vice President of DENTSPLY Friadent, defines the company mission: "We actively support our worldwide customers in establishing and developing implant dentistry as a future-oriented treatment option by ensuring their and our long-term success. This will be achieved via an economically efficient and highly performing organization, first class products and consistent training and commitment of our employees." The company philosophy, which is actively implemented in all aspects of our activities, is reflected in the range of products. The stated goal of DENTSPLY Friadent is to position the company as the most reliable partner for dentists and laboratories that specialize in implants.

We offer three significant factors for the success of a dental practice:

- 1. Strong brands** with a high degree of clinical experience in implantology and augmentation
- 2. Innovative technology** and treatment procedures in cooperation with DENTSPLY, the mother company, to make the success of implant treatment even safer and more predictable
- 3. Systematic customer development** with practice marketing and practice management programs for active patient acquisition, which is now a significant factor in the success of a dental practice.

The product range

With the ANKYLOS[®], XiVE[®] and FRIALIT[®] implant systems, the surgical instruments of the FRIOS[®] range, the matching prosthetic devices, the FRIOS[®] Algipore[®] bone replacement material and PEPGEN P-15[®], DENTSPLY Friadent provides its customers with a comprehensive range of esthetically demanding dental prosthetic solutions. Innovative technology - such as CERCON[®] zirconium oxide technology, the FRIADENT[®] plus implant surface or computer-guided

implant placement with ExpertEase™ – add an additional dimension to the product range. The company's focus is currently on the introduction of the new ExpertEase™ guided surgery system for computer-guided 3D treatment planning and template-guided implant placement and on ANKYLOS® C/X, the new generation of ANKYLOS® with the option of indexing and much more.

Success step by step

The *stepps*® customer development program supplied by DENTSPLY Friadent enables the dental practice to develop a professional, patient-oriented profile, develop marketing targeted to specific classes of patients and develop partnerships for team implantology with laboratories and specialists and also other dentists. From the logo, your own practice design with the customized business fit-out and your own brochures for patients, the *stepps*® *direct* online platform (www.stepps-direct.com) makes it fast and easy to develop your own very professional and customized practice marketing concept. A wide range of customized communications options for direct contact with patients, including patient information events, is available. The *stepps* implantology partnership provides new perspectives for development of all members of the team in surgical and prosthetic practices and dental laboratories with a completely predesigned seminar program with well-known presenters. The latest *stepps*® management instrument is the Future Capacity Index (FCI): a computer-guided information system that gives the dental practice an overview of the effective performance of the practice and allows it to detect unrecognized opportunities. Now that the *stepps*® program has been successfully established in Germany, the customer development program will also be rolled out in stages for international customers.

Hand in hand with science

DENTSPLY Friadent has exceeded its target of driving scientific and clinical research to the highest possible level to develop young dentists and researchers

and to be able to provide the best possible treatment for patients. DENTSPLY Friadent has been working with various universities for many years, in Germany for example with the Universities of Tübingen and Frankfurt am Main. Current examples of international cooperation are our work with the University Hospital for Dentistry, Oral Medicine and Orthodontics in Graz in Austria since August 2008, the scientific cooperation with the well-known University of Gothenburg in Sweden in summer 2007 and the establishment of the new chair at the University of Louvain in Belgium with Materialise Dental in May 2007 for research into the contribution of implantation to perfect esthetics.

Our close cooperation with a wide range of internationally known research establishments guarantees the clinical efficacy, greatest possible reliability, and continuing development of DENTSPLY Friadent products. Training and continuing education of new implantologists is also an important component of the partnerships. In addition, the latest trends and developments in implantology are presented to the professional world every two years at the DENTSPLY Friadent World Symposium.

More employees for improved service

With the continuing increase in the demand for DENTSPLY Friadent products in recent years, the company is continuously establishing new jobs. The group therefore not only making an important contribution in providing secure employment but also can continuously improve its services. Managing Director Dr. Groll states: "We will continue to increase the numbers of our marketing staff throughout the world and improve our organization to retain and further increase our high degree of customer satisfaction in the implantology market." In addition, experts from the various divisions of DENTSPLY Friadent are continuously working on developing products, researching innovations, marketing and distributing our products throughout the world with great success.

DENTSPLY Friadent company portrait

DENTSPLY Friadent is the implant division of the American company DENTSPLY International, the world leader in the dental industry with over 9,000 employees in total. At its company headquarters in Mannheim, Germany, the implant specialist employs a staff of around 450 and is one of the most innovative and leading companies in its industry. The company is represented around the world with its own subsidiaries, DENTSPLY sister companies and dealers.

The functionally and esthetically sophisticated implant-based dental solutions allow people a self-confident and natural smile. With its brand implant systems ANKYLOS[®], XiVE[®] and FRIALIT[®], as well as its FRIOS[®] line of surgical instruments and bone replacement materials, DENTSPLY Friadent offers a comprehensive portfolio of dental prosthetic solutions with excellent clinical results. Alongside the strong product brands, the successful product range is rounded off with innovative technologies, such as computer-aided implantation with ExpertEase[™], the surface technology FRIADENT[®] plus or zirconia technology CERCON[®] in association with the world market leader DENTSPLY, and a practice marketing and practice management program tailored to practices offering implantology under the *stepps*[®] service brand.

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