

The Red Dot Award Product Design for Primescan: Digital Impressions and outstanding design

Dentsply Sirona introduced Primescan in February – an innovation in digital impressions. The new intraoral scanner has now been awarded the highly renowned Red Dot Award Product Design 2019. This award acknowledges Dentsply Sirona's goal of developing attractive and highly functional solutions for its customers that provide valuable results in everyday use.

Bensheim/Salzburg, April 30, 2019. Strong design and sustainable products – this was an emerging trend at this year's Red Dot Awards Product Design. Primescan, the new intraoral scanner from Dentsply Sirona, was one of the award winners.

"We are very pleased to receive this award, which we consider to be an acknowledgement of our efforts to provide our customers with products that are of high quality in all respects," said Dr. Alexander Völcker, Group Vice President CAD/CAM and Orthodontics at Dentsply Sirona. "Thanks to its design, Primescan is easy to handle in the normal practice environment, it reliably delivers clinically sound results, and it is just fun to use."

Primescan features improved impressioning technology that scans with an impressive level of accuracy. This makes Primescan a remarkable response to an important requirement in modern practices. After scanning, the data from the digital impressions are available for many applications, both in restorative dentistry and in implantology and orthodontics.

The globally acknowledged Red Dot Award has been awarded to outstanding products, design concepts, and communication designs for more than 60 years. This year, the 39-member jury of independent designers, design professors, and journalists rated a total of 5,500 products from 55 countries in 48 categories. The most important criterion for awarding the coveted prize is high design quality.

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About Dentsply Sirona:

Dentsply Sirona is the world's largest manufacturer of professional dental products and technologies, with over a century of innovation and service to the dental industry and patients worldwide. Dentsply Sirona develops, manufactures, and markets a comprehensive solutions offering including dental and oral health products as well as other consumable medical devices under a strong portfolio of world class brands. As The Dental Solutions Company™, Dentsply Sirona's products provide innovative, high-quality and effective solutions to advance patient care and deliver better, safer and faster dental care. Dentsply Sirona's global headquarters is located in York, Pennsylvania, and the international headquarters is based in Salzburg, Austria. The company's shares are listed in the United States on NASDAQ under the symbol XRAY.

Visit www.dentsplysirona.com for more information about Dentsply Sirona and its products.

IMAGES

are available to [> download](#) on the website.



Fig. 1: Primescan – the new intraoral scanner from Dentsply Sirona, an innovation in digital impressions.



Fig. 2: Primescan was awarded the Red Dot Award Product Design.

