

Innovative and efficient: Dentsply Sirona presented itself as a new, dynamic and agile company and impressed at the IDS 2019 with substantial products

Spread over two booths with a total of more than 2,000 square meters, Dentsply Sirona made a spectacular impression at the IDS 2019. Bringing to life the motto "Inspired by your needs," the world's largest manufacturer of dental products and technologies presented innovations that are set to have a sustained impact on dentistry. The products presented, such as Primescan and Surefil one, play a key role in helping dentists and dental technicians provide their patients with optimal treatment. The Dentsply Sirona team, wearing matching blue and orange sneakers, demonstrated a unified spirit in presenting Dentsply Sirona as a customer-centric company.

Bensheim/Salzburg, March 26, 2019. "At IDS 2019, we demonstrated that 'Inspired by your needs' is much more than just a motto for us," said Don Casey, CEO of Dentsply Sirona. "Our mission is to translate the needs of dentists into products. We have shown over these five days that we can make a difference for dental professionals with our investment in R&D, education and training. Dentsply Sirona has presented itself as a new, dynamic and agile company that focuses on one thing above all else: the customer. More than 14,000 live demonstrations at the IDS booth and 300 product courses in one week underline this impressively. It is this interaction with our customers that drives us forward as a company and complements our \$150 million annual investment in R&D."

Innovations that will have a major impact on dentistry

Of the numerous innovations that Dentsply Sirona presented at its two booths, Primescan, the new intraoral scanner for CEREC and digital impressions, stood out by far. In the more than 100 live treatment procedures on two stages directly at the booths, visitors could see for themselves just how quickly, easily, and precisely impressions can be produced with Primescan. A whole-arch scan of previously unseen accuracy can be produced with Primescan in less than one minute, making this product a versatile partner for all areas of dentistry from restorative treatments and orthodontics to implant dentistry. One example of this is the fully digital production of SureSmile Aligners for straightening teeth. For this, the scan is combined with a 2D X-ray and a photo of the patient. Seamless, validated interfaces simplify the process noticeably, giving dentists the flexibility they desire.

Surefil one, an innovative filling concept for the posterior tooth region, also attracted a high level of interest. The self-adhesive restoration material combines the simplicity of a glass ionomer with the stability of a conventional composite and also has good esthetic properties. This

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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.

allows a cavity to be treated in just one layer without retentive preparation. This makes the entire treatment process four steps shorter, cutting the treatment time by about seven minutes.

Visitors to the booth were able to experience the innovations first hand in live demonstrations and even try them out themselves on the model.

More interaction, more training

Dentsply Sirona used the IDS 2019 to engage in in-depth discussions with customers and partners. The survey "1 profession. 1000 jobs." provided a great starting point for this – numerous visitors to the booth took part at www.1profession1000jobs.com, and the results confirmed beyond doubt that, in addition to treating patients, dentists and dental technicians perform a whole range of other tasks. The company received a wealth of feedback from the countless discussions held at the booths. As a token of appreciation, visitors were presented with a Dentsply Sirona rubber duck: "Resto Rebecca", "Preventive Preston", "Lab Lara" and their brightly colored colleagues soon became the stars of the tradeshow. The cheerful ducks, featuring a dental design, almost became collector's items and, at the end of the five-day tradeshow, more than 12,000 ducks had found a new home.

The popular photo opportunity at the Treatment Centers booth was once again a real crowd pleaser. Visitors were able to pose for their personalized cover of the new *trenDS* magazine containing details of the four new international design trends for practices in 2019/2020. More than 2,500 tradeshow visitors said "cheese" and received their personalized copy of the magazine.

Over 14,000 demonstrations were held to explain the new products and how they function to visitors to the booths. In addition, more than 3,000 dentists and dental technicians took the opportunity to participate in training events. The focus here was on treatment plans for endodontics as well as issues relating to digital imaging and dental technology.

At the Implants booth, visitors were able to find out more about Azento, the latest workflow solution for single tooth replacement that enables practices to provide consistently excellent customized implant treatment. And in the spirit of customization, over 2,500 visitors received a personalized Azento milkshake with their selfie printed on top.

The very best support for day-to-day work with patients

"The feedback from our customers has confirmed that our dedicated team has worked on the 'right' product solutions that make a real difference in everyday practice," Casey reflected. "It was also impressive to see how much the Dentsply Sirona team has grown together – visually expressed by our IDS sneakers."

Due to different approval and registration times, not all technologies and products are immediately available in all countries.

IMAGES

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



Fig. 1: More than 200 guests attended the Dentsply Sirona press conference that brought the functions of the innovations to life in live demonstrations and videos.



Fig. 2: Two booths with a total area of around 2,000 square meters invited visitors to the trade fair to explore and try out the latest innovations.



Fig. 3: More than 3,000 dentists and dental technicians took part in one of the more than 300 training events directly at the booth.



Fig. 4: Numerous trade fair visitors participated in one of the 14,000 product demonstrations at the Dentsply Sirona booths



Fig. 5: The highly motivated team was on hand at the booths to assist and advise visitors



Fig. 6: The Dentsply Sirona ducks proved to be a real highlight; they were presented to visitors at the end of consultations as a small token of appreciation.





Fig. 7: More than 100 live treatment procedures were held over the five days of the trade fair and were very well attended.



Fig. 8: Matching sneakers drew the Dentsply Sirona team together.



Fig. 9: Visitors to the Implants booth received a personalized Azento milkshake with their selfie printed on top.

