

## Dentsply Sirona Acquires Cleverdent Ltd.

**Dentsply Sirona today announced the definitive agreement to acquire Cleverdent Limited. Cleverdent Ltd. developed the ClasenUNO® an innovative fusion of a dental mirror and high volume evacuation (HVE) tip which perfectly complements Dentsply Sirona's portfolio.**

**York/Salzburg, January 18, 2018.** Dentsply Sirona is committed to its Mission of empowering dental professionals to provide better, safer, faster dental care through the combination best in class technologies and clinical education, sales support and customer service. With the addition of Cleverdent Ltd. to Dentsply Sirona, dental professionals will benefit from a more efficient workflow across multiple procedures.

ClasenUNO creates efficiency for clinicians performing two-handed dentistry and reduces the need for four-handed procedures by enabling assistants to complete other tasks. The benefit of indirect vision and illumination through the mirror combined with high volume evacuation (HVE) can be used across multiple wet and dry procedures, with preventive and restorative applications, including ultrasonic scaling and air polishing procedures.

"This product provides our customers with innovative technology and enhances Dentsply Sirona's dental procedures to support more efficient clinical outcomes", Mark Trimmer, Interim Group Vice President Global Preventives, commented.

Stephan Clasen, Cleverdent Ltd. owner and dentist, developed and patented ClasenUNO in collaboration with a team of technical, design and materials specialists. Since 1999 Stephan Clasen has been running his own dental practice in Münster, Germany, with main focus on endodontics, periodontics, function diagnostics and holistic dental medicine. ClasenUNO, a pioneering fusion of dental mirror and high volume evacuation (HVE) tip, was first introduced at the 2015 International Dental Show and successfully launched in the German, Holland and Italian markets. It has since expanded into France, Portugal, Switzerland and South Africa.

Combining innovation and appealing aesthetics, the device was given the 2016 iF Design Award in the Medicine/Healthcare category. For more than 60 years, the iF Design Award has been recognized around the world as a trademark for design excellence. More than 5,000 entrants from 53 countries applied for the esteemed seal of quality.

### **About Cleverdent:**

Cleverdent is a British company with its headquarter in Münster, Germany. It was founded in 2004 by Dentist Stephan Clasen and Dr.

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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 dentistry. 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](http://www.dentsplysirona.com) for more information about Dentsply Sirona and its products.

Martin Kayser. Purpose of the company was the development and marketing of ClasenUNO, a device invented by Clasen. From the beginning Cleverdent has cooperated with engineers and specialists in the areas of moulding and mirror technology. Since 2009 Cleverdent has also engaged Heinz-Jürgen Gerdes, a design and marketing expert specialized in bringing innovative ideas to market success.

## IMAGES

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



*Fig. 1: ClasenUNO® is a pioneering fusion of dental mirror and high volume evacuation (HVE) tip*

*Fig. 2: The benefit of indirect vision and illumination through the mirror combined with HVE can be used across multiple wet and dry procedures*

