14th CAD/CAM & Digital Dentistry Conference & Exhibition Highlights
Dentsply Sirona at IDS 2019

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

By Dentsply Sirona

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, 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.

“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 changing all else: the customer. More than 14,000 live demonstrations at the IDS booth and 400 product courses in one week underline this impressively. It is this interaction with our customers that sets us apart 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, will have a significant impact on the way dentists work. It is this interaction with our customers that sets us apart as a company and complements our $150 million annual investment in R&D.

“Primescan is another step forward in the evolution of digital dentistry,” said Casey. “With Primescan, we have created a new standard for intraoral scanners that will redefine the way dentists work.”

More interaction, more training

Dentsply Sirona used the IDS 2019 to engage in in-depth discussions with customers and partners. The survey “150,000 jobs: 2020 jobs” provided a great starting point for this – numerous visitors to the booth took part at www.150professionsof2020.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 “Resi Rebeca,” “Preventive Preset,” “Lab Lara” and their brightly colored colleagues soon became the stars of the booth. The cheerful ducks, featuring a dental design, most became collector’s items and, at the end of the five-day trade show, 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 personal cover of the new TRIBUS magazine containing details of the four new international design trends for practices in 2019/2020. More than 2,500 trade show 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 2,000 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 booths, visitors were able to find out more about Ankylos, the latest workflow solution for single tooth replacement that enables practices to provide consistently excellent customized implant treatment. And in the spirit of customisation, over 3,000 visitors received a personalized Atono 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.”

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

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More than 100 live treatment procedures on the stand

Over 14,000 demonstrations took place on the Dentsply Sirona stand at IDS 2019.

The Dentsply Sirona team at IDS 2019

The Dentsply Sirona team at IDS 2019 Press Conference

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