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The International Corporate Newsletter of Anthogyr



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INNOVATION
AND PRODUCT
DEVELOPMENT

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ANTHOGYR BENELUX,
THE DRIVING FORCE OF
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Anthogyr
PRIME MOVER IN IMPLANTOLOGY



The evolution of our group creates new challenges. In terms of investment, innovation and collaboration, Anthogyr remains focused on the future more than ever.

“ FROM CURRENT PERFORMANCES TO NEW AMBITIONS ”

In 2010, Anthogyr chose to accelerate our growth, with the goal of becoming a leader on the implant market while remaining an independent organization. After four years of steady growth and the constant commitment of all teams, Anthogyr is now a visible, internationally recognized player.

Encouraged by these results, Anthogyr has new ambitions. We are now challenging the industry leaders by proposing a comprehensive product line while maintaining incredibly high value.

Drawing upon our skills and expertise, we are investing in innovation to develop solutions even more differentiating, both in terms of product technology and performance level.

This strategy is designed to increase comfort and serenity in the daily practice. We wish to be more than your source for dental implants. We wish to be a part of your team and to better understand and meet your needs. Our focus is on our clients, which is the responsibility of our subsidiaries worldwide and represents one of our core brand strengths.

More than ever, our ambitions are the same as yours... to bring welfare to the greatest number of people by reinventing tomorrow's implantology.

Eric GENEVE
President and General Manager

65 YEARS
EXPERIENCE

330
EMPLOYEES

AN INDUSTRIAL PLANT OF

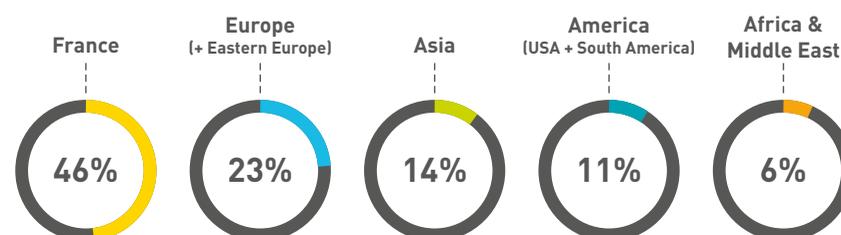
9 400 m²

TURNOVER:



190%
GROWTH

9 subsidiaries a presence on all 5 continents, in over 100 countries.



inSide

The International Corporate Newsletter of Anthogyr

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Photo courtesy of Pascal LEROY (Semaphore), Thinkstock

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Design et impression: ●●● KALISTENE

“ ANTHOGRY: A CONCENTRATION OF ACTIONS ”



Anthogyr reinvents implant packaging!

The ergonomics and design of the new packaging solution for Axiom® et Anthofit® implants makes handling easier and safer.

From inventory to implant placement, this new concept offers multiple advantages.

A simple and efficient (patented) device

This device features a titanium clamping system that positively captures the implant when the cap is on, and can be released to pick up the implant or if the implant needs to be replaced in its primary package intra-operatively. The wide base of the package ensures increased stability on the operative field. This new packaging solution is a true evolution for immediate implant placement or if alveolar bone drilling needs to be adapted.

The package can be opened with one single hand. The implant is picked up using the contra-angle; no need for an implant holder. The closure screw (or cover plug for an Axiom® 2.8 implant) located inside the cap can be easily removed by pulling upward. Six color codes have been assigned to the 6 implant diameters for a quicker identification.

A compact and more efficient packaging

The primary packaging is contained within a clear blister pack placed in a rectangular cardboard box to facilitate office storage and ranking. The outer box has a safe pre-cut opening in the front, and 4 self-sticking, repositionable traceability labels are provided for the patient's medical record. This new packaging solution has been designed in partnership with practitioners for optimal storage in terms of space saving and product identification: one color per diameter, and one pictogram per implant. 🌟



As you can see, Anthogyr continues to evolve!

Along with our continued growth and to show our positioning as a competing brand in the implantology market, the Group keeps evolving the corporate identity.

More visible, and also more assertive towards competitors, the new logo is on all Anthogyr products. It is easier to read and recognize due to the bold typography and especially to the distinctive capital A. To highlight Anthogyr's daring and dynamics in innovation and quality, the accompanying tagline has been changed to "prime mover in implantology".

Our corporate identity has changed but not our core values, namely: high standards, respect, proximity and independence. 🌟



Multi-Unit® - the new abutment range for Axiom® REG & PX



Designed for any multiple-unit screw-retained restoration using Axiom® REG or PX implants, Multi-Unit® meets the most complex clinical situations: extraction, implantation, immediate loading... This new ergonomic range comprises straight and angulated abutments with a common Ø 4.8 mm platform, and straight abutments with a narrow Ø 4.0 mm platform.

Serenity®: an exclusive program designed for reliable implantology



ONLY AVAILABLE IN GERMANY, ITALY, BRAZIL, BELGIUM, LUXEMBOURG, THE NETHERLANDS, SPAIN, PORTUGAL, FRANCE.

In order to accompany our clients on the long term and ensure them total peace of mind in their daily practice, we have developed Serenity®.

This unique warranty program testifies to the quality of all solutions provided by Anthogyr.

This program, which covers the whole prosthetic restorative procedure, has been designed to maintain and reinforce the trusting relationships with our partners (implantologists, correspondents and dental laboratories).

*General warranty terms and conditions: www.anthogyr.fr
**For practitioners only.

The core principles of Serenity® warranty program*:

- Reimbursed twice in case of mechanical failure of a prosthetic component
- Lifetime warranty for titanium and CoCr.
- 5-year warranty for zirconia
- Sameda commitment**: delivery of surgical material and support in case of failure of treatment plan due to a prosthetic component
- Serenity for everyone: warranty coverage for all health professionals involved in the prosthetic restorative process. 🌟

Anthogyr China: 9th subsidiary of the Group, located in Beijing



As of March 2014 the Group has a new subsidiary: Anthogyr Beijing Medical Device Co., Ltd. A strategic implantation in a country about to become Asia's largest dental market.

In search for innovative products with strong added value, Chinese practitioners are particularly interested in Anthogyr's French know-how. Richard Liu, head of the new subsidiary, manages an excellence-orientated team, which features complementary skills. Together, they not only promote Anthogyr products, but also provide a rigorous service in terms of distribution and training. To help achieve those objectives and optimize intra-group flows, the Chinese subsidiary was the first to benefit, this summer, from the new Anthogyr ERP.

Finally, as proof of its commitment to this market, the Chinese Anthogyr website was launched in November.



“NEXT ON THE AGENDA”

26-29 NOVEMBER, 2014
ADF Trade Fair
France - Paris

28-29 NOVEMBER, 2014
Implant Expo Trade Fair
Germany - Düsseldorf

27 NOVEMBER, 2014
Anthogyr Symposium: "digital technologies and implantology"
France - Paris

22-25 JANUARY, 2015
CIOSP Trade Fair
Brazil - San Pablo

10-14 MARCH, 2015
IDS Trade Fair
Germany - Cologne

3-4 APRIL, 2015
Dental Forum Trade Fair
France - Marseille

3-6 JUNE, 2015
EuroPerio Trade Fair
England - London



Anthogyr: more a team than a group.

Expertise and high demands contribute to the reputation of Anthogyr solutions. In addition, the smallest parts reflect the high reliability and precision level of our production process. Presentation of Sonia ROSEREN, who has been a machine center operator for 9 years.



Material shaping.

This is Sonia's specialization. She is in charge of feeding and supervising the 8 machines of a workgroup. "I intervene after the technicians have prepared the programs and started the production process. Among other things I observe the transformation of a titanium bar machined into an abutment," explains Sonia.

under the spotlight

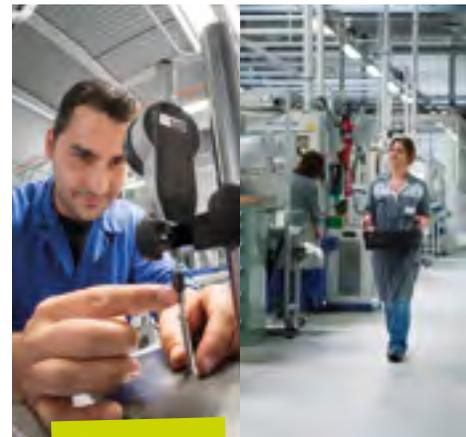
“IMMERSION IN THE PRODUCTION SIDE”

Inspection before action.

The process is always the same, explains Sonia. "I inspect everything and monitor the batch in progress, which can comprise up to 200-2000 parts. I continue to note the critical levels, production rates, and schedule controls".

A mission focused on precision.

Operator Sonia ROSEREN shall achieve a smooth production run and ensure that the parts perfectly meet the tight tolerances. "Inspection plans are critical and are control more than once per hour. Full concentration is needed as we are working with μ precision, to tight tolerances. If I find any irregularity, I tell the technician I am collaborating with," explains Sonia.



Teamwork.

The 3D dimensions that Sonia can't check using a "Mesuroscope" or rear projected light, are controlled in a secondary control department. Sonia: "I also collaborate with the other departments. Before I dispatch my production, the parts are washed, deburred, inspected, assembled and, if needed, sterilized."

A job that makes sense.

To Sonia, Anthogyr's activity is not a trivial one. "I like to machine medical parts. I am proud to contribute (even if indirectly) to the welfare of patients".

“ INNOVATION AND PRODUCT DEVELOPMENT ”



8%
OF TURNOVER
INVESTED IN R&D

12 PEOPLE
IN THE
RESEARCH
AND
DESIGN DEPARTMENT
1 LABORATORY AND
PROTOTYPING WORKSHOP

36
FILED
PATENTS

zoom
on

Differentiation by anticipating the implantology of tomorrow...

The goal set is ambitious. Anthogyr's teams are doing their best to achieve it. The Group's strategy is focused on innovation. Our search for new solutions featuring strong added value is future-orientated and applies equally to products as well as services. The following is a focus on this dynamic, by R&D Manager Benoit Chauvin.

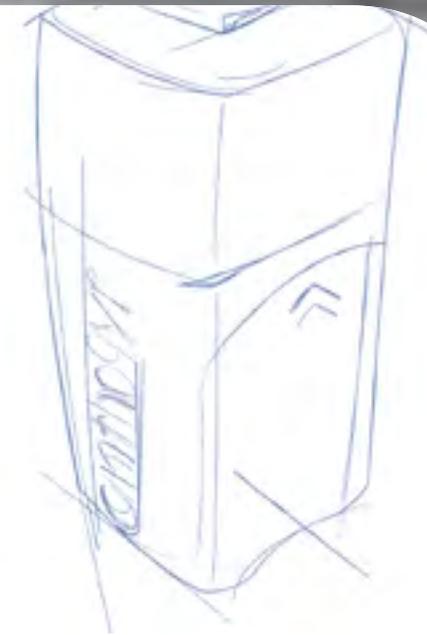
Do you consider innovation as a key step in the company's growth?

Of course I do. Innovation is part of the Group's history and development. Since launching dental implants under our own brand name in the 1990s to now as international firm, Anthogyr has become a recognized global player in oral implantology. Our goal now is to emerge in this field, leading the firms whose proposed solutions remain conventional.

« Integrating the developments of both Anthogyr and Simedra enables us to launch new products with agility and rapidity »

So, innovation is a powerful lever, a differentiating factor we rely on to capture new business opportunities and reinforce existing relationships with our clients.

We want to shake up the market with a more attractive, more technical and more ethical product range. Much remains to be thought up to make things easier for the clinician and bring welfare to the largest number of people.



How does Anthogyr position itself?

The objective is to propose products both affordable and of premium quality. By strengthening innovation, we capitalize on our assets. The strength of a medium sized company like ours lies in its agility and efficiency in internal collaborative work and ability for quick decision making. Our adaptability makes us more pro-active and more audacious too. The R&D center is directly linked to the marketing and industrial processes, and the integration of all development components of both Anthogyr and Simedra enables us to launch new products with agility and rapidity. We are also very close to our clients. The Project Managers and I visit clinicians and observe their surgeries to better understand often complex clinical situations and assess the practices directly on the spot. 📍





Can you share with us the ideas that you are working on?

We are organized around three focused areas. The first area is researching materials and surface treatments. Some aspects of this focus area are analyzed in collaboration with external partners. The second area is product design and its functionalities. Lastly, the third and most recent focus is to investigate the digital tools used to create customized dental restorations.

How are Anthogyr's innovations born?

More than any other process, Anthogyr's innovations come from a vision which is future-oriented and shared by all of our employees. We consider innovation as a large part of our company culture that is spread throughout all departments. Our R&D Center closely works with the other departments. All of them come together around a common objective. At the concept stage, the team is on the lookout while visiting tradeshows, business contacts and clients for the latest technologies to identify and anticipate tomorrow's needs. Regulatory changes and developments are also very important. All of the legal obligations from different countries influence design and manufacturing. Innovations that have potential must be protected by intellectual property rights.

How do you go from idea to marketing concretely?

Innovation generates concepts. Our marketing team chooses those that best meet emerging market needs. Upon selection of a concept, specifics are detailed. The project manager completes all steps leading up to marketing. By analyzing the occupational issues and goals, and based upon Anthogyr's experience, our engineers design a product that fits the stated expectations. This is followed by prototyping and tests conducted in our own laboratory. Clinical tests are performed in close partnership with practitioners. Only once all of the tests are completed, can production be started. Our strength is that all these activities are carried out within the Anthogyr Group.



«At the concept stage, the team is on the lookout while visiting tradeshows, business contact and clients for the latest technologies.»

Since 2012, when the Luxembourg based Simedra, a provider of custom CAD-CAM restorations, became a subsidiary, we have been developing high-tech systems. This technology allows for high precision, which ensures irreproachable results regarding aesthetics and longevity. All of these aspects contribute to greater efficiency and welfare. Our solutions are becoming even less invasive, leading to less patient discomfort, shorter treatment time and reduced costs.



Focus

on innovation carrying networks

«To favor the creation of innovative projects, Anthogyr invests in various European consortiums, competitiveness centers and business clusters comprised of laboratories, manufacturers and universities. We have close involvement with I-care (healthcare) and Techtera (textile and flexible materials). All these groups are driven to specialize on common focus areas. In addition, Anthogyr and INSA (National Institute for Applied Sciences in Lyon) have created a joint laboratory named LEAD (Laboratory for Excellence in Dental Applications). The research work that began in October 2014 aims at pooling our respective skills and accelerating the emergence of results» explains Benoit Chauvin.

Can I therefore say that both practitioners and dental laboratories are included in your innovation approach?

Yes. You can even call it cooperation as they take part in our product development activities through investigations carried out by our marketing department. Before validating a concept, practitioners/ dental laboratories are consulted. They are more directly involved once we begin testing of the new product on patients. Our dedicated teams visit practitioners and attend surgeries, because we rely on direct feedback and close working relationships. This approach reduces the risk of data loss and provides

us with valuable information. The functionalities of our products reflect the dynamic exchanges between R&D, Marketing and our clients. Also worth mentioning is the role played by the services we supply to facilitate the use of our innovations. In Sallanches, among other places, we have a fully-equipped, hands-on teaching facility and surgery rooms dedicated to training of practitioners.

«The functionalities of our products reflect the dynamic exchanges between R&D, Marketing and our clients.»

meeting

“DOCTORS CHARLES AND GILLES DURIF”

Meeting with two professionals, both passionate and involved with Anthogyr.

Because research and development of optimal solutions needs practitioners, Anthogyr recruited the most skilled and reliable network of very demanding surgeons. Drs Charles et Gilles Durif, both practicing in Chambéry (Savoie), have been for more than twenty years, two of these faithful, committed Anthogyr partners. Eager to know more, we consulted them...

A three-generation family story

To talk about the career of both brothers, we need to open their family album. It all began in 1953, the year Dr Louis Durif started his dental practice. In the early 1980s, Charles and then Gilles entered the profession and joined their father. “The third generation is taking over. My son Charles and his wife Virginie Gauthey are now practicing with us”, explains Charles Durif. Currently our dental office employs forty-three people. It features a dental laboratory and two surgery rooms. These facilities allow for great adaptability and are also suitable for complex clinical cases.

From the early days of implantology and first discussions with Anthogyr

“Our activities in the field of implantology began in the early 1980s, on the initiative of our father’s associate Pierre TURIGLIATTO, who placed Linkow blades and Scortecci disc-implants. In 1988, Charles and I launched implantology of the new generation,” remembers Gilles Durif. He adds: “Our collaboration with Anthogyr began in 1992. As we were the pioneers in dental implants, and established near Anthogyr’s headquarters, we became consultants. In parallel with experimenting with Branemark and Friatec IMZ implants, we were working with the Anthogyr ASI implants.”

«I still deliver training sessions in Sallanches»

“We were confident in this product because Anthogyr was, at the time, manufacturing for major brands. Soon, we were collaborating almost exclusively with this Group,” adds Charles Durif.



20 years partnership to the benefit of all practitioners

Gilles Durif: “Anthogyr has managed to evolve the product over the years. In the beginning there was one type of implant: ASI, with internal octagon. Then, working with Anthogyr, we co-designed external octagons in a familiar atmosphere. We wanted to work together, and Anthogyr was open to our proposals. Charles and about 10 colleagues were also involved, within a scientific committee created a few years prior. We gave numerous demonstrations of how to place implants. I still deliver training sessions in Sallanches.”

OFFICE STAFF IN FIGURES

43 PEOPLE, AMONG THEM

3 DENTISTS

ASSOCIATED TO DRS DURIF, ALL GENERAL PRACTITIONERS WITH COMPLEMENTARY COMPETENCES (IMPLANTOLOGY, ORTHODONTICS, PERIODONTICS AND/OR ENDODONTICS)

11 LABORATORY TECHNICIANS

The Axiom® revolution

For Drs. Charles and Gilles Durif, the most significant Anthogyr solution in their daily practice is the Axiom Concept “We have tested 2.8., and today I exclusively

place Axiom implants. They are suitable for 95 % of clinical cases. I always told the Anthogyr teams that they had to find a solution that was simple, practicable and reproducible for the practitioner. With Axiom, whatever implant

you choose, the prosthetic components are the same. Further, I remain convinced that tomorrow’s practices will try to use as few instruments as possible,” concludes Charles Durif.



“ANTHOGYR BENELUX, THE DRIVING FORCE OF OUR DEVELOPMENT IN EUROPE”

full
screen



With the launch of our seventh subsidiary, Anthogyr extends its commercial sphere of influence and asserts our position in the worldwide implantology scene.”

The fifth subsidiary relies on the experience of its Managing Director Arnaud Schiettekatte. Capitalizing on his 10 years' of experience in Belgium with Dentsply, one of the worldwide leaders in the dental sector, he has set up a dynamic team to attract new clients. This article is a recap of the successful expansion...

**2013
CREATION**



A TEAM OF
7 PEOPLE



Specifics
of each market

«While Belgium is similar to the French model, Netherlands has a distinct dynamic. The differences are in the organization of dental offices, and in the healthcare reimbursements policies, especially regarding edentulous people. To demonstrate the efficiency of the Axiom® system for this market, as well as to refine our marketing approach, we started at Anthogyr's clinical department and conducting a multicentric study with several Dutch practitioners» explains Arnaud Schiettekatte. ●

A fully integrated subsidiary, which is a strategic benefit

«Benelux is a mature market, cornered by giants and where no new manufacturers are expected to compete and be successful. Success in such a market requires a subsidiary rather than a distributor. In addition, because implantology directly relates to patients' health, the practitioners need reliability. Enduring 65 years of business is a token of confidence that can best be reinforced by visiting our headquarters in Sallanches, France. About sixty clients from Benelux have been invited there, and all have been impressed by the production, quality, and enthusiasm of our teams».

«Benelux is a mature market, cornered by giants and where no new manufacturers are expected to compete.»

A business strategy deployed at a customer level

«Anthogyr's approach is to focus on product differentiation. No other implant company offers such a comprehensive product range. Our solutions offer high added value and we offer contextually adapted prices.

This is attractive for our customers. Having a presence in such targeted countries is another valuable asset, which enables us to precisely evaluate and understand our clients. Our subsidiary capitalizes on this data and shares our feedback to enhance the entire Group. For example, the development of the Serenity® warranty program was driven by feedback from our customers in Benelux. ».

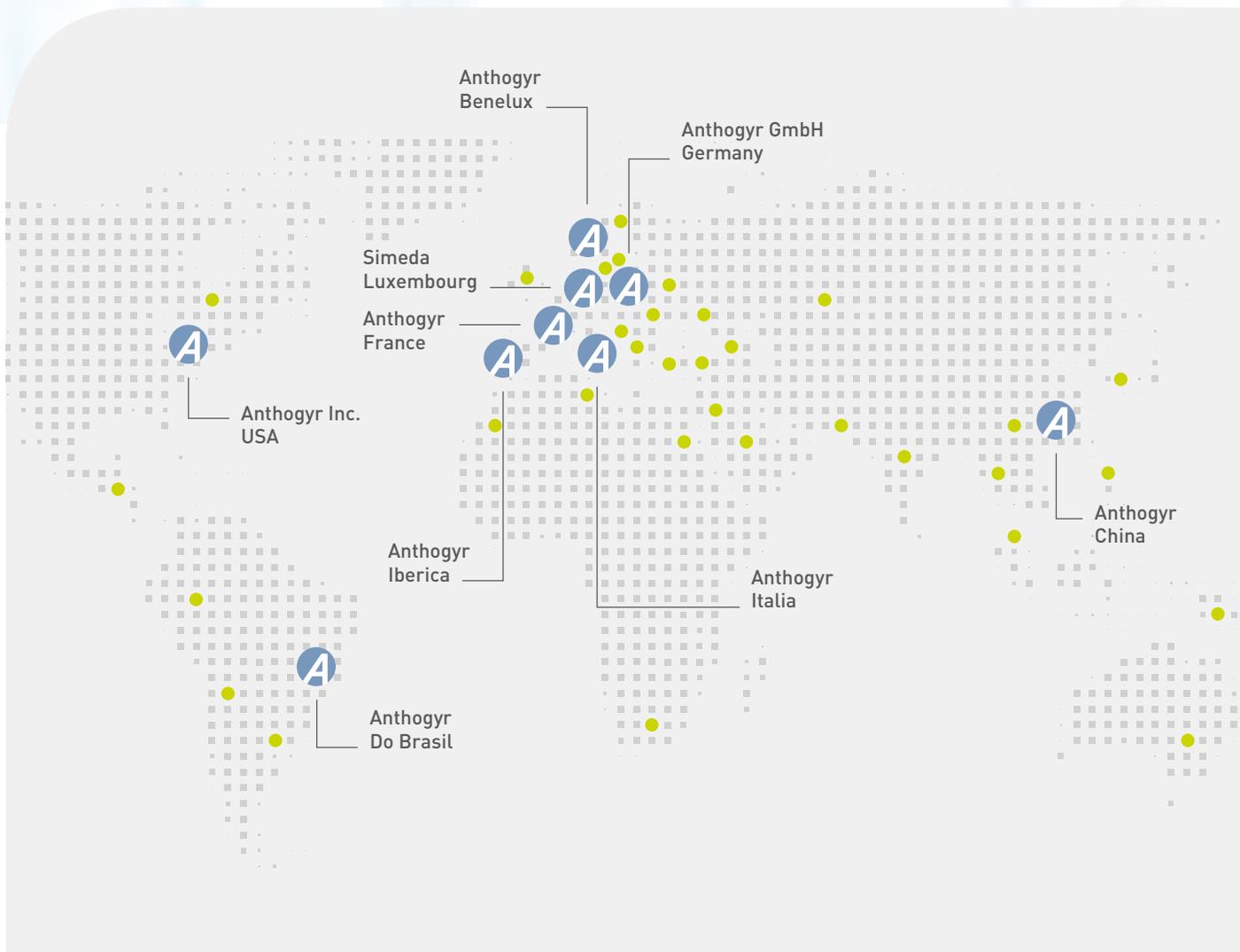
Attractive offers for outstanding results

« We have developed offers enabling clinicians to test our products and to reduce their investment. For instance, we performed a clinical study that evaluated clinical feedback of the placement of an Axiom® implant through to the final restoration. The feedback is very positive: a 90 % satisfaction rate was achieved, and 70 % of the clinical trial participants purchased our system. This success is remarkable from a brand and company that they previously did not know. These results are confirmed by the subsidiary's sales figures, which are expected to have quadrupled in 2014 versus the year prior. For 2015 Anthogyr Benelux expects an expansion reflecting this growth, and aims to double its investment».



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