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The International Corporate Magazine of Anthogyr



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# Anthogyr

PRIME MOVER IN IMPLANTOLOGY

On an increasingly competitive global implantology market where the major players tend to cluster, Anthogyr asserts its independence and difference.



## TOWARDS A NEW ERA...

Since 2010, our Group has been focusing its development on premium, innovative and accessible products. A winning strategy that enables us to challenge the leaders in the sector.

At the heart of this growth are the visionary teams which anticipate the technological developments on a daily basis. Together, we have turned the digital corner and entered industry 4.0.

The new means of production (advanced robotics, additive manufacturing, etc.) and the computer-aided design tools in which we have invested, together with the Simedra® CAD-CAM solution are revolutionising our professions by enabling large-scale marketing of customised solutions.

Day after day, the Anthogyr teams mobilise to develop the potential and added value of the products and services that we will be offering tomorrow. We are thus strengthening our position as the Prime Mover in implantology.

As you will read in this magazine, many projects were undertaken in 2015 and the outlook for 2016 is varied and challenging.

I hope that we will face the new challenges together and I am taking the opportunity in this Inside edition to wish you all the best in the coming year.

Yours sincerely,

**Eric GENÈVE**  
Chief Executive Officer (C.E.O)

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# “PRODUCT INNOVATIONS: FOCUS ON OUR LATEST INNOVATIVE SOLUTIONS”

## Osteo Safe®, the 1<sup>st</sup> automatic osteotome on the market



Designed for crestal approach sinus lifts and bone condensation in soft bone, Osteo Safe® is a real innovation.

- For the practitioner, the controlled impaction achievable with Osteo Safe® allows minimally invasive bone preparation.

The simplified and short sequence of 4 osteotomes means that implants can be placed during the same surgical procedure, thereby improving precision and saving time. As the instrument can be held in one hand it improves visibility during surgery.

- For the patient, the perfect execution and precision of the movement improves acceptance of treatment.

**The+** First pre-calibrated impaction instrument that connects directly to a micromotor, Osteo Safe® is sold as a complete kit. Its ISO 3964 universal connection means that it is compatible with all motors and chairs.

## Axiom® REG/PX drill stop kit: ergonomics are the secret of success

Two criteria are essential to ensure successful osteotomies and patient safety: drilling depth and drilling axis. This is why Anthogyr has developed a completely new drill stop kit.

- Direct grip with the contra-angle.  
- “Anti-fall” function with stops locking.  
- Clear identification of stops diameters and lengths.  
- Simplified drilling protocol.



- A foolproof arrangement to prevent inversions during pre-operative repositioning.

**The+** Non-contact removal device prevents the risk of glove perforation.

## Flexibase® : the Axiom® 100% multi-purpose base



Titanium base designed for for laboratories, FlexiBase® is used to manufacture abutments and single-unit screw-retained restorations with a crown manufactured using a machining or pressing technique, then bonded.

100% multi-purpose, it can be used with a wide range of materials (zirconia, ceramic, etc.). It is also notable for two emergence diameters, reduced coronal height, adjustable gingival height and maximised coronal thickness that is suitable for the majority of indications.

**The+** Flexibase® is covered by the Anthogyr Serenity® warranty program.

# “ANTHOGYR ACCELERATES ITS MOMENTUM!”

**LabCom LEAD :**  
an exclusive collaboration,  
driver of innovation



The Anthogyr Group, in association with the public research laboratory MATEIS - Materials, Engineering and Science (joint research facility attached to the National Institute of Applied Sciences (INSA) in Lyon, the CNRS and the Claude Bernard University Lyon I), has established LEAD - Laboratory for Excellence in Dental Applications. Inaugurated in May 2015, LEAD aims to promote research and development in the field of bio materials for dental applications.

## A healthy mind in a healthy body!

Convinced that sustainable performance is only possible in synergy with its environment and in line with its values, Anthogyr is involved in several local partnerships.

The company is recognised as a reliable partner for sports events such as the MB Race Culture Vélo. Every year since it started, around ten employees take part in this mountain bike race held in the Portes du Mont-Blanc region, and considered to be one of the most difficult races in the world. Anthogyr also participates in the Mont-Blanc International Triathlon in Passy and the Crêtes Trail in Châtel.



**Sharing best practices and expanding its network with “le CERCLE” by Anthogyr**



By Anthogyr

Le Cercle brings together the users of Anthogyr implants. It gives them the opportunity to meet their colleagues, to share their

experience and to see the emergence of new solutions for their practice and their patients. The first meeting of the members of “Le Cercle” organised on the theme of “Advanced Surgical Procedures” was held on 2 and 3 July 2015 at Anthogyr’s headquarters in Sallanches.

At “Le Cercle” #2, exchanges between practitioners will play a central role with numerous round table meetings.

Spending time together in magnificent surroundings with a party in a warm place on Thursday 17 March. Athletic or contemplative, why not try an extended stay in the prestigious resort of Megève?



“Le Cercle” #2, on **17 and 18 MARCH 2016**

**N.B. PLACES ARE LIMITED.**



# “FRONT-PAGE NEWS”

**Anthogyr in the international press**

Anthogyr solutions often attract the attention of the international media.

Dental Asia, in response to the strategic positioning of Anthogyr on the Asian market and the establishment of its Anthogyr China subsidiary in Beijing, provides a portrait of the company and interviews Dave Tan, Business Area Manager for Anthogyr Asia Pacific.

(Dental Asia, September-October 2015) •1

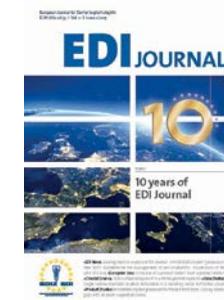
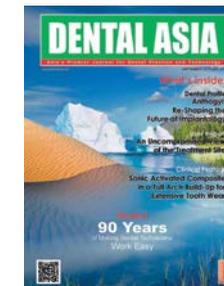
The “special 10 years” edition of the EDI Journal - European Journal for Dental Implantologists - devotes a full page to Anthogyr.

(EDI Journal, product report p 133 - Volume 11 issue 2 / 2015) •2

1<sup>st</sup> article about Anthogyr in the American press!

Inclusive Magazine provides a detailed report on the treatment of a toothless patient by Doctor Paresh B. Patel using Axiom® REG implants. A case that demonstrates the versatility of modern implant therapy.

(Inclusive Magazine - Vol. 6, Issue 2) •3



Online:  
the new  
web design  
Anthogyr.com  
and the Anthogyr  
corporate  
Facebook page

[www.anthogyr.com](http://www.anthogyr.com)

In order to give visitors maximum information in the shortest possible time, the home page of the site has been revamped. A blink of an eye suffices to identify the key elements, in particular the Simedra® headings and the training centre and to browse the news.



## “FORTHCOMING MEETINGS”



**24-28 NOVEMBER 2015**  
ADF Congress  
Palais des Congrès - Paris  
(France)

The Anthogyr Symposium will take place under the auspices of the ADF. Doctors Guillaume Becker and Jean-Baptiste Verdino will host a conference moderated by Doctor Philippe Colin on the “Implant Treatment of Edentulous Patients: Decision Criteria, Therapeutic Options and New Perspectives”.

**THURSDAY 26 NOVEMBER - 6.30 p.m.**  
Palais des Congrès, room 352 B

**27-28 NOVEMBER 2015**  
Implant Expo  
Vienna (Austria)

**27-30 JANUARY 2016**  
CIOSP  
Sao Paulo (Brazil)

**2-4 FEBRUARY 2016**  
AEEDC  
Dubai (United Arab Emirates)

**25-27 FEBRUARY 2016**  
Chicago Midwinter Meeting  
Chicago (USA)

**10-12 MARCH 2016**  
Expodental  
Madrid (Spain)

**17-18 MARCH 2016**  
“Le Cercle” # 2  
Megève (France)

**7-9 APRIL 2016**  
Dental Forum  
Paris (France)

**8-10 APRIL 2016**  
Idem Singapore

**21-23 APRIL 2016**  
Osteology Congress  
Monaco

# “ THE ANTHOGRYR TEAM WORKS TOGETHER ”



Anaïs Margueritte, head of clinical projects.

Anaïs joined the Anthogyr Group in 2012 as clinical projects manager in the marketing division. Athletic like many of her colleagues, one day the young woman suggested to participate in the Corporate Games. "The enthusiasm was evident from the outset! "When we first took part in 2014, there were 74 of us and 30% more registrations in 2015 is evidence of a competitive spirit".



"We were one of the rare companies to be supported by cheerleaders... Like the big sports clubs!"



## Corporate Games: a sports festival weekend under the July sun.

One third of the workforce, i.e. over 100 employees, participated in the Corporate Games, the inter-corporate multi-sports events organised on the banks of Annecy Lake. Inspired by this success, Anaïs Margueritte has captured the highlights of the event in pictures.

### Sport

A good excuse to meet and get to know one another as in a company with almost 300 employees, it is impossible to know everyone. "It's a special moment in which bridges are built between the departments, particularly between the office staff and the production site. Exchanges even take place in the initial stages as some teams train before the Corporate Games and the relationships continue after the event of course!"



### The team spirit

"The Dragon Boat, the flagship event! Without doubt, it is the event that reflects the superb team spirit as we are all in the same boat. Everyone is equal, everyone does their best and we all face the challenge together".

## perspectives



### Involvement, dynamism, cohesion...

Shared values on the volleyball court just as they are in the company! All the departments of the Group were represented, in particular the two production sites in Sallanches and Mersch in Luxembourg.

"With so many people, we produced 2 football teams, 1 handball team, 2 volleyball teams, 3 boules teams, 1 dragon boat crew, runners, swimmers, cyclists and mountain bikers". Eric Genève, Anthogyr C.E.O, personally participated in the Corporate Games as a member of the mountain bike team and completed the 14 km trail!



### To each competition its ranking

"During the awards ceremony, the entire company was in front of the podium when the silver medal was awarded to the mixed mountain bike team, to applaud the medallists and show that we are proud to belong to the Anthogyr team!"

A good atmosphere and lots of enthusiasm! "The participants gave very positive feedback. Now the competition is over, everyone got involved and shares a sense of accomplishment and satisfaction at having taken up the challenge. People still talk about it today, a poster has also been produced with the best photos of the event. It has pride of place in the company and evokes fond memories".



### An Anthogyr team that stands out

Employees raised Anthogyr's colours high with banners, boaters and polo shirts! "During these two days, we shared more than working relationships. We created good team dynamics, in every sense of the word".



# “ THE DIGITAL SECTOR ACCORDING TO ANTHOGRYR SIMEDA® CUSTOMISED SOLUTIONS ”



Julien Bieber,  
Manager of the Digital Sector

**30%**  
ANNUAL  
GROWTH  
SINCE 2012

A PRODUCTION  
SITE OF  
**1000**  
SQUARE METRES  
BASED IN MERSCH  
IN LUXEMBOURG  
ISO 9001 AND ISO 13485  
CERTIFIED

**75%**  
OF SIMEDA®  
PROSTHESES  
ARE DELIVERED  
TO THE  
LABORATORIES  
IN UNDER  
48 HOURS

David Sibaud,  
Managing Director of Simeda®



zoom  
on

## When digital reinvents implantology...

True to its reputation as the “Prime Mover in Implantology”, Anthogyr offers, together with its Luxembourg subsidiary Simeda®, an innovative CAD-CAM solution for all implant-supported and tooth-supported work. Zoom in on a digital strategy with David Sibaud, Managing Director of Simeda® and Julien Bieber, Manager of the Digital Sector.

### How do you explain the rapid expansion of the Simeda® solution?

**David Sibaud :** Simeda®, whose acronym stands for Solutions In Medical Application, has been positioned in the health care sector since it was founded in 2007. We have set a clear objective: to use our skills in precision engineering to produce customised components using digital technology. The integration of Simeda® as a digital solution for Anthogyr, in 2012, was a powerful lever.

“ With this CAD-CAM solution, (...) Anthogyr offers a highly efficient and competitive service on the very competitive implantology market ”.

We have benefited from the renowned expertise of the Group, particularly with regard to machining and R&D. This has contributed to developing and making the digital range more reliable and professional, while improving visibility. Today, with this attractive CAD-CAM solution, which has boosted growth by 30% since its acquisition, Anthogyr offers a highly efficient and competitive service on the very competitive implantology market.

### How does the digital technology work?

**Julien Bieber :** In short, it involves transitioning from the physical world into the virtual world, then from the virtual world back to the physical world. 3D digitisation techniques will enable us to model the oral environment of the patient who will serve as a basis for the virtual design of prostheses that are perfectly suited to his morphology. The digital file containing the prosthesis will be sent to our production team who will manufacture the component. The digital technology contains all the tools that are required to generate these digital flows.

### What technical challenges are you facing?

**David Sibaud :** The challenge of using this digital technology revolves around the mass production of customised components using standard equipment, as quickly as possible, in compliance with the regulatory and medical requirements. In order to achieve this objective, we propose “open” scanning” as its precision promotes the flows of digital files containing the prostheses for implants (bars, structures screwed onto several implants). At the same time, clients are trained in the use of this scanner and we have established a very efficient Technical Support Department to assist and guide them. Internally, we have had to adapt the existing machinery by consolidating several technologies and production processes, which are directly connected to the range of materials used in our digital technique.



**Does the Simedá® solution offer many advantages to implantologists and dental technicians?**

**Julien Bieber :** As we aim to make the everyday life of our clients easier, Simedá® is a so-called

“open” production centre. The laboratories can send us digital files containing the prostheses from different CAD<sup>1</sup> software which we will be able to process and produce ourselves. Our continually evolving Simedá®Theque (digital library of implants), enables us to machine customised prostheses on more than 220 implant platforms representing over 20 different brands of implants. More than just a machining centre, we offer our clients cutting-edge expertise in the digital chain with the help of our virtual modelling services, Technical Support and training.

**David Sibaud :** Clients like the fact that Anthogyr is a “one-stop” shop that provides a complete range of implantology and prosthetic solutions.

machine, inspect and dispatch the components. Our new production centre has been designed around this production chain in order to optimise each flow. We are equipped with 5-axis, fully automated machines which are capable of machining highly technical components.

**Are several materials available?**

**David Sibaud :** The range of materials comprises: medical grade titanium for a light prosthesis, cobalt chromium for a prosthesis that is suitable for a ceramic cover, as well as plastic resins (PMMA) and zirconia.

**Did you decide to produce your own zirconia?**

**David Sibaud :** It wasn't long before we decided to take control of the entire production chain. The materials constitute an essential link that ensures the products remain resistant, aesthetically pleasing and durable. In order to guarantee these standards of excellence and to retain total control over the quality of the products, we decided to produce our own ceramics in-house. They are notable for their enhanced and stable mechanical properties. This is a decisive advantage for dental technicians.

**How is Anthogyr's R&D Department organised with regard to innovation?**

**Julien Bieber :** R&D is carried out at the Anthogyr's headquarters in Sallanches and they are in constant contact with our engineers in the digital sector. This synergy between the teams generates a momentum that is unrivalled in the sector. Everyone contributes his expertise and uses the skills of his colleagues to produce the solutions of tomorrow. The objective is to offer the most efficient restorations possible in terms of mechanical functionality as well as aesthetics.



**" We offer our clients cutting-edge expertise in the Digital Chain with the help of our modelling services."**

**On the production side, what is the process?**

**Julien Bieber :** We rely on a multidisciplinary team comprising engineers, technicians and dental technicians. As the time scale is very tight, 75% of our production must be delivered within 48 hours after the order is placed, which means we only have 24 hours to design, programme,



**Focus on the Simedá® services**

“For David Sibaud, “the services are an integral part of the Simedá® range of products. It starts with customised assistance, from the beginner to the expert, to enable optimal use of our solutions. Our users are also able to rely on a rapid response from the multilingual hotline (English, French, German, and Italian) and the assistance of Technical Support composed of seven highly specialised dental technicians. We have just launched our latest innovative service: a new version of Web Order. This online order tool which can be accessed on the website [www.anthogyr.com](http://www.anthogyr.com) gives clients

first-hand experience of the digital technology. The more ergonomic interface enables them to easily visualise the products, order in a few clicks and then track their progress 24/7. From the order of registration to the different stages of design and production to shipment. This interface offers more responsiveness, an advantage for the practitioners with whom they work and their patients for whom the time frame is crucial.”

**Can you tell me about your current projects?**

**David Sibaud :** We are working on several key areas, in particular the development of new digital techniques using intra-oral cameras and other equipment to simplify and facilitate the flows, enhance precision and responsiveness. Although we are a manufacturing company, we also provide customer

service for our products. We are trying to beef up this essential aspect of our business. 🌱

**" Everyone contributes his expertise and uses the skills of his colleagues to produce the solutions of tomorrow"**

meeting

# “ CHOOSE ANTHOGYR AND CONTRIBUTE TO THE FUTURE OF OUR PROFESSIONS ”

**D**octor David Norré, dental implant surgeon and Jan Donck, dental technician

*Both established in Brussels, Doctor David Norré and dental technician Jan Donck were the first Belgian professionals to choose the SIMEDA® digital range. Convinced of its advantages and potential, they are now part of the network of specialists on whom Anthogyr relies in order to better identify the expectations of the experts and develop the products of tomorrow. They reflect for Inside, on their transition to digital.*

### A background in health care that is oriented towards innovation

The story begins at the same time as the career of these two professionals. After graduating in dentistry from the University of Louvain in 2001, David Norré decided to specialise in oral surgery and implantology. In 2009, he founded the Iserna Dental Medical Centre with cutting-edge dental surgical equipment.

Jan Donck works as a dental technician. In 2013, he established, together with his partner Jos Van Lanen, Codenta, an ultra specialised and highly skilled laboratory. “We have been working together for six years, we have the same outlooks and the same affinity for new implant technique”, declares David Norré.

### Transition to digital with SIMEDA®

“I was among the first clients of Anthogyr Benelux! I started using the instruments, implants and digital solutions in 2013, states David Norré. Making the move to digital was inevitable and in the SIMEDA® range I found a level of efficiency and quality of components that is unrivalled”. For Jan Donck: “this high precision technology enables complex components to be digitised while ensuring rapid execution.

« We have been working together for six years, we have the same outlook... »

CAD software makes our work much easier, for example it is possible to work on angles up to 22 degrees”. “For me, the biggest advantage lies in the flexibility of this design. I can ask the laboratory to adjust the implant much more precisely than previously, in addition our two professions of implantologists and dental technicians interact more reactively. But ultimately, these advantages evidently benefit patients who have nicer looking and more comfortable prostheses which are perfectly adapted to them”, adds David Norré.



Jan Donck, dental technician and Doctor David Norré

### The key factors for a successful digital transition

“Both of us were practising before the digital era and we have had to adapt. Even if the CAD software interface is simple and intuitive, the strength of SIMEDA® lies in the assistance provided to the professionals. Training courses are offered to master the software and are adapted to different levels. The multilingual Technical Support Team is also very efficient as it is able to offer rapid solutions for problems that are complex at times”, insists Jan Donck. “As for me, I like the Anthogyr Serenity® software which provides genuine guarantees for the prosthetic components. It’s an additional indicator of confidence”, adds David Norré.

### THE ISERNA PRACTICE

**10** PEOPLE.

**7** DENTISTS,

INCLUDING 4 EMPLOYEES,  
3 GENERAL PRACTITIONERS,

+ 1 PARODONTOLOGIST  
(REOWNED SPECIALIST),

1 ORTHODONTIST  
(REOWNED SPECIALIST),

1 ENDODONTIST.

### THE CODENTA LABORATORY

**2** ASSOCIATE DENTAL  
TECHNICIANS

**1** EMPLOYEE

### A relationship of trust

“I must emphasise the quality of the communication with the Anthogyr teams, insists Doctor Norré. They listen to us and take our practices,

our feedback... seriously. It is more than a business relationship, we regularly exchange views and opinions, and we are involved in the process of developing solutions. Digitisation is revolutionising implantology and creating new opportunities,

it is important to be part of this movement at the side of visionary men. There are numerous challenges in the digital sector and I’m convinced that they can only be faced if there is direct contact between practitioners and manufacturers.”

# “ ANTHOGYR ET ITS DISTRIBUTORS: A PARTNERSHIP OF EXCELLENCE ”



Géry Lamart,  
Business Area Manager

Anthogyr  
around  
the world

**C**oncomitantly with the strategic establishment of eight subsidiaries throughout the world, Anthogyr has created an efficient network of distributors, which enables it to develop a close relationship with its clients, beyond borders.

*Anthogyr is now a key player in the implantology sector. With its solid international reputation, the Group must respond to more confidential market requirements and expand by using distributors that share the same outlook. Géry Lamart, Business Area Manager, uses his knowledge of global markets to build sustainable partnerships and implement a long-term development policy.*

**8 SUBSIDIARIES**  
**100 COUNTRIES**  
**IN DISTRIBUTION**  
**ON 5 CONTINENTS**



*2 training courses organised in Noumea in September 2015 with Dr Robert Roig.*

## FOCUS ON New Caledonia

In 2014, Anthogyr entered into a partnership with a distributor based in New Caledonia. "After 18 months of collaboration, we devised with him and one of our senior surgeons, a basic training course on implantology and implant-supported restorations, as well as an advanced training course on restructuring bony and gingival tissues in Noumea. The objective was to prove that at a distance of over 20,000 km, we are capable of offering the same service as in mainland France. And in addition to the medical devices, every dentist has access to our hotline so that he can address his questions to our "clinical adviser". The questions can also relate to the products as well as surgical procedures".

### The challenge of distribution

Currently distributed in more than 100 countries, Anthogyr's entire range of products is renowned for its high quality and technical standards associated with premium services. In order to maintain these excellent standards, the Group employs strict selection criteria for its distributors. "Our global reach helps us to identify talented individuals and evaluate their potential, says Géry Lamart. We naturally ensure that the structure which must have a sound reputation locally and be financially sound is reliable and honest. Dedication and motivation are essential criteria for success in the health care sector".

**" At a distance of over 20,000 km, we are capable of offering the same service as in mainland France."**

### A fitting companion

For Anthogyr, being a distributor is not confined to playing the role of seller, but acting like a genuine partner. "We work side by side despite the distances. Our involvement starts from the process of applying for certification of the products at the local health authorities, which is indispensable for marketing the products.

It may take up to 3 years to obtain the certification, depending on the country". Anthogyr also provides in-house training courses to enhance the product knowledge of the distributors and generally assist them in their relations with scientific societies, universities and speakers. "We primarily endeavour to offer an excellent service to dentists and surgeons, which involves optimising the logistical flows and unfailing responsiveness by the headquarters to the expectations of practitioners".

### Listening and direct contact

Client satisfaction is a value that is firmly anchored in the corporate culture of Anthogyr. Distance is not an exception, on the contrary! This is why the distributors who are enmeshed on all the global markets pay particular attention to the feedback from practitioners whom they meet at the headquarters of the Group. "This active listening is our strength. By basing our work on an exchange of views and sharing experience, we are contributing to the ongoing development of our products and services".

**" Distance is not an exception, on the contrary! "**

PREPARE FOR  
A NEW ERA...

**Anthogyr**  
PRIME MOVER IN IMPLANTOLOGY

MORE COMING SOON