

**BENELUX
SPECIAL EDITION**

MAY 2021

#10

INSIDE

FOCUS ON THE ANTHOGYR NEWS

Opening a new chapter
TOGETHER



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CEO ANTHOGYR

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Anthogyr
A Straumann Group Brand

“

A GLOBAL BRAND WITH THE STRAUMANN GROUP”

BY JOINING THE WORLD LEADER IN IMPLANTOLOGY, ANTHOGYR HAS TAKEN A DECISIVE STEP IN ITS PURSUIT OF INTERNATIONAL MARKETS. THE COMPANY PLANS TO EXPAND ITS PRESENCE OVER THE FIVE CONTINENTS THROUGH POWERFUL AND EFFICIENT DISTRIBUTION NETWORKS, WHILE CULTIVATING ITS OWN IDENTITY.

Eric Genève
CEO of Anthogyr



« Securing ties with the world leader is a strong choice that confirms our strategic project, a springboard of extraordinary opportunities ».

Why did you choose to join the Straumann Group?

Éric Genève: Despite our very strong and rapid growth, the gap with larger groups was widening internationally. We started in the implantology sector just 12 years ago and we needed more time to successfully conquer international markets. In a context of partnership and consolidation of activities and actors, we have the potential to take significant market shares across all territories.

For the long-term sustainability of our company, we needed to focus on accelerating our international growth. As a result of our successful partnerships in China and Russia, a dynamic and efficient collaboration, we decided to join the Straumann Group. After about a year of discussions, we implemented a project that resulted in the official integration of Anthogyr on 21st May 2019.

How does Anthogyr fit into the overall strategy of the Straumann Group?

E. G: We are part of the group's multi-brand strategy which aims to meet all global needs. We are positioning ourselves in the rapidly growing sector of "Upper Value" implant solutions. Anthogyr solutions, with very high added value and attractive positioning, have a great growth potential. In addition, the Straumann Group's policy creates synergies between brands while allowing all parties to cultivate their own identities and strengthen their positions. I was firmly convinced by this appealing prospect.

Does this mean Anthogyr retains its identity?

E. G: The quality of our products, our skills and, of course, our sense of customer relations have convinced practitioners and the Straumann

Group, we have no intention of changing the very essence of our added value. We have entered a new chapter in the history of our company in its perfect continuity, whilst maintaining our culture, our values and our state of mind. We continue to follow the strategy that has been in place for many years. We consider ourselves to be an innovative, agile brand, remaining close to our customers and providing them with relevant and effective solutions.

Does proximity to practitioners remain an essential part of your commercial relationships?

E. G: Yes, proximity is our primary value. We believe more than ever in the customisation

of our solutions. By keeping close contact with our customers and building a relationship of communication, we continue to anticipate their needs and offer them the best support possible. As a supplier of manufactured solutions, it is with great pleasure and satisfaction that we are now complementing our product by branching into the field of services.

What benefits can practitioners expect from this integration?

E. G: Our clients will be given the opportunity to benefit from a larger portfolio of products, and will therefore have a wider choice available. In partnership with the Straumann Group, we (...)

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www.anthogyr.nl



HOW DO ANTHOGRYR AND THE BENELUX SUBSIDIARY WORK TOGETHER?

There is a strong collaboration in all teams, both at the marketing level whether communication or training and education, many exchanges are in place. We learn from every experience and make sure that our teams work well together, there is a very good state of mind, a good complementarity, lots of skills, and that we can be more efficient very quickly.

(...) will be offering new product ranges such as biomaterials. Our customers will also benefit from an extensive professional network and the sharing of skills with international colleagues. By joining forces with the world leader in implantology, Anthogyr also ensures the long-term sustainability of its brand. Practitioners and patients alike will benefit from this added security.

« In partnership with the Straumann Group, we will be offering new product ranges such as biomaterials ».

« One of Anthogyr's great strengths is innovation. The other one is its culture of the human factor, its proximity to the customer ».

Can you tell us what your next goals are?

E. G: Anthogyr intends to impose a strong presence in all major implantology markets worldwide in the medium term. Our short term goals include the launching of the brand in the United States to triple our volume of implants sold.

Anthogyr has been growing strongly for 12 years. We are motivated, enthusiastic and confident. We are strengthening our growth and our sustainability more than ever. We are Anthogyr.

What message do you have for the future?

E. G: We have been working with the Straumann Group for six years now and our vision's focus on customer proximity has always been a point of attention. At Anthogyr, we have developed a very advanced level of customer management. We have the skills, the know-how and the experience too.

"One of Anthogyr's great strengths is innovation. The company offers solutions that are always innovative in terms of design for the implant range or in the renewal of the prosthetic range. Always wanting to progress is a guarantee of sustainability. The other great strength of the brand is its culture of the human factor, its proximity to the customer. Within Anthogyr, the involvement of the teams, both sales and production or training with CAMPUS, is very important and their common goal is customer satisfaction. ».

Head office and production
centre for Anthogyr implants and instruments -
Sallanches (France)



“LET'S MEET OUR BENELUX TEAM!”

We are all, here for you, and we can always support you when you need any information related to Anthogyr products or another. information. We work very closely with the global team in Sallanches to share the best of Anthogyr with you!



YVES COOLS
Area Sales Manager Flanders

“I’d like to thank you for your perseverance and trust in our products. After a challenging year we look forward to meet soon and expose you to novelties within the Anthogyr portfolio. Stay tuned!”



GUY VAN GOETHEM
Account Manager Flanders

“Anthogyr is a multi-package brand in a grand Implant (Straumann) Group: simple in use, versatile in solutions and great in service thanks to a strong team!”



MICHEL MAYART
Area Sales Manager Wallonia and Luxembourg

“We are looking forward to be your partner of choice in implantology and prosthetics.”



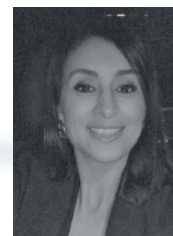
VANESSA CAUCHIE
Account Manager Wallonia and Luxembourg

“We can be proud to be a total solution provider. I am at your disposal to share my knowledge so that you can treat your patients in the best conditions.”



DIMITRI DARIS
Product Specialist

“I will be happy to answer any questions you may have about Anthogyr products, so together we can find a solution.”



AMAL BEN TAOUET
Key Account Manager DSO

“Always ready to go the extra mile, I am convinced that transparency and constant communication leads to success.”



SASKIA WAGENSVELD
Area Sales Manager The Netherlands

“We strongly believe that listening, sharing, collaborating is the foundation of our success together.”



PIETER NIEROP GROOT
Account Manager The Netherlands

“In my cooperation with you, I am committed to giving you maximum support in achieving your goals.”



ROB VONKERMAN
Account Manager The Netherlands

“Simplifying challenging cases with the innovative solutions from Anthogyr. Let us know what we can do for you.”



LAURENS BOOTSMA
Digital Marketer

“As a Digital Marketer I am proud to work with a brand which is committed to excellence to provide high value solutions.”



JACQUELINE VAN DAM
Communication Manager

“Anthogyr is such an inspiring brand for all kinds of MarCom activities, that as Communication Manager I can take new offline and online approaches. Let’s create new paths together.”

INTERVIEW

Dirk Middelma, Product Manager



Could you introduce yourself?

Dirk Middelma: Six years ago, I was introduced to dentistry and implantology. This year I started as Product Manager for the Anthogyr brand. It is an honour to be part of the Anthogyr family and to promote the innovations.

Could you tell us what is your mission?

D. M.: Our main goal would always be to provide the best tools to help you bring back the smile with your patients. In order to do so, your feedback and your perspective on surgery and prosthetics is of course the most important thing. I would like to invite myself to your practice together with your account manager from Anthogyr to gain a better perspective on the way you plan and perform your surgery as well as to be able to see where your priorities are.

Could you tell us what are the key moments for Anthogyr in Benelux this year?

D. M.: In these times where it is not always possible to meet each other in person, I am looking forward to a two day event that we’ve planned in October in Sallanches. This two-day seminar will hopefully be an opportunity to meet and experience new innovations together, such as the Xpert Unit and the newly developed guided surgery kit. For us, this would be an opportunity to elaborate on your specific needs, working protocols and, of course, to listen to your ideas regarding our portfolio and to discuss the great things to come.

What would you like to say to the Anthogyr’s customers?

D. M.: We are still Anthogyr, we are still in Sallanches as well as in the Benelux. I am hoping to meet each other in a presential setting in your practice.

“NEW INITIAL GUIDED SURGERY KIT”



Let yourself be guided in all serenity! Anthogyr new INITIAL Guided surgery solution guides the first drilling to ensure precise positioning of the implant axis and emergence point.

As an integral part of a digital workflow, INITIAL provides the precision required to implement a prosthetic design plan and can be used for all types of dental surgery, on healed sites or immediate post-extraction sites. It helps to reduce invasiveness and treatment time for patients.

Already compatible with Implant Studio, coDiagnostiX, Romexis, Smop, and Realguide. Soon available with Blue Sky Plan. 🧐



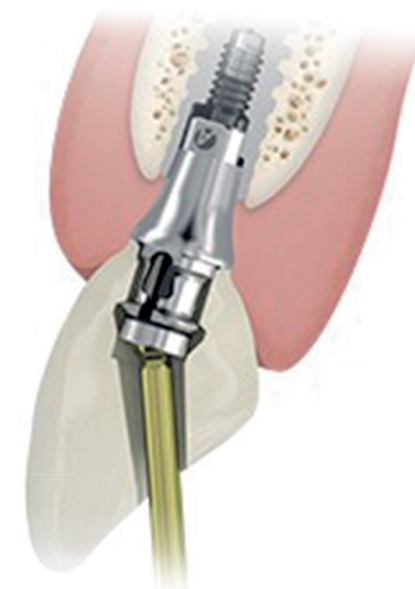
DR GIULIANO FRAGOLA
Spain

“This INITIAL Guided Surgery solution is suitable for those cases with a good bone volume and also to ensure the correct axis of the first drilling. It allows to be sure the planned drilling axis is followed and the final restoration will fit as planned.

I will use this solution for simple cases, most of the daily practice. Unit and multiple cases where only the axis is the problem, to be sure implant goes on the right way.”



“AxIN®, CHOOSE YOUR NEW RESTORATION!”



Anthogyr innovates with AxIN®, a zirconia screw-retained Simeda® tooth with an efficient Angulated Access, installed on a removable titanium base for Axiom® BL and Axiom® TL implants, without glue or sealing cement.

Its distinctive characteristic is the screw inserted through the bottom surface of the specifically machined prosthesis. With its narrow channel which can be angulated from 0 to 25°, the incisal edges are preserved and the mechanical integrity is facilitated even on small size teeth.

The result: better biological safety for restorations for all sectors respecting the natural anatomy of the tooth. 🧐



DR PATRICE MARGOSSIAN
France

Titane Magazine 3/19 - Sept, 16th 2019. Change of paradigm in anterior implant positioning.

“The Simeda® customized tooth with Angulated Access to meet anatomical and biologic needs of single restoration.”



“THE ANTHOGR TRAINING CAMPUS”

EVERY YEAR MORE THAN 800 PRACTITIONERS FROM ALL OVER THE WORLD ARE TRAINED BY OUR TEAM, TAKING ADVANTAGE OF A WELL-DESIGNED INFRASTRUCTURE INCLUDING SURGICAL FACILITIES WITH A DENTAL LABORATORY FOR IMMEDIATE PROVISORY PROSTHESIS, LIVE HD VIDEOS, A CONFERENCE ROOM, A PRACTICAL TRAINING ROOM, AND A SPACE FOR RELAXATION WITH CATERING FACILITIES.



What is the mission of the Anthogyr Campus team?

Anne Bernard, Global Training & Education Manager: Our mission is to help improve our customers daily practice to give their patients a better and more adapted treatment. We welcome them from all around the world in

seminars held by our international or local speakers. These seminars are available in English or your local language.

Who are the speakers of the training courses you are presenting in Campus?

A. B.: Campus offers training courses in implantology led by a supportive team of 30 international and local Key Opinion Leaders. Our speakers come from all over the world and are united by a very strong will to share, support and participate to enhance the dentists knowledge. Campus is also a great opportunity for them to meet practitioners of different nationalities, to share experiences with colleagues and to create a real network within the profession.

How is a seminar organised at Anthogyr Campus in Sallanches?

A. B.: A 2-day-Anthogyr journey to discover us:

- **Day 1:** We will introduce you to our company: our roots, DNA, values, people and behind the scenes in our production site. We will show you the outstanding benefits of our Axiom® Concept and our Simeda® CAD/CAM innovations!

«We are sure that it will be an unforgettable experience! ».

- **Day 2:** Attend an all-day clinical session led by a qualified implantologist who will share its own personal experience and offer one-to-one support. Let's be practical! Participate in a Campus hands-on sessions and enjoy the benefits of a Live Surgery.

Our dedicated team will organize your entire stay here in the French Alps and we are sure that it will be an unforgettable experience!



SAVE THE DATE

SEMINAR
IN ANTHOGR
SALLANCHES

28TH/29TH
OCTOBER



Creating new paths.



#MADE
FOR
YOU

Follow us!



Anthogyr
A Straumann Group Brand