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FOCUS ON THE ANTHOGYR NEWS

BENELUX  
SPECIAL EDITION  
OCTOBER 2021  
#12

## Walking TOGETHER



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**Anthogyr**  
A Straumann Group Brand

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# LEARNING FROM CUSTOMERS TO BE A VALUABLE PARTNER”

SINCE MAY 2021 JUERGEN NOTTEBOHM IS GENERAL MANAGER OF STRAUMANN GROUP BENELUX AND IS HIGHLY COMMITTED TO THE ANTHOGYR BRAND IN THE BENELUX. DEDICATED TEAMS ARE HERE TO SUPPORT YOU AND YOUR TEAM DURING THE DYNAMIC DEVELOPMENTS IN DENTISTRY.

**Could you tell us about your career path in a few lines?**

**Juergen Nottebohm:** I started my career at Straumann in 2003 as Project Manager followed by several Product Manager positions at the head office in Basel where I was promoted to Head Global Product Management Surgical in 2014. Subsequently, I held various positions in our European subsidiaries such as Head Marketing & Education Spain & Portugal as well as General Manager Austria & East Europe. Since May 2021 I am responsible for Straumann Group Benelux.

**Can you describe yourself in a few words?**

**J. N.:** It is my strong belief that the journey is the destination and not "only" achieving the goals

in life is the destination. I see life as an adventure with a series of explorations, with one learning opportunity followed by another and leaving the comfort zone as a way to acquire new skills and ways of thinking. My voyage is a timeless motif for self-discovery and fulfilling my potential, both as a person and as a leader. I like audacity (the urgency to act) & humility (the patience to let things ripen).

**What is your focus for the Benelux market?**

**J. N.:** Anthogyr stands for entrepreneurship, high customer focus and high engagement. To underline this Anthogyr philosophy we have a dedicated team in the Benelux. We value our people, and we know that they make the difference in the collaboration with you.

“ I really enjoy talking to customers, so that I can learn from them in order to improve and be a good team in the future ».



Juergen Nottebohm  
General Manager Benelux

**What does excellent cooperation between Anthogyr and its customers mean to you?**

**J. N.:** The most important aspect of excellent cooperation for me is to establish a close and open exchange with you at all times. In these discussions, we generate new and maybe 'out of the box' ideas to move your business forward. Our goal is to be your preferred partner in the field of aesthetic dentistry.

**What patient trends do you see and how does Anthogyr respond to these trends?**

**J. N.:** The patient is the focus of your and our attention. Meeting patient expectations is the key. We have identified some patient trends:

- Growing demand for a "service experience" Patients are looking for minimally invasive treatment methods and efficient treatment workflows.

- Active involvement in the treatment process Patients are better informed, have an overview of possible treatments and treatment alternatives. Therefore, social media and digital communication channels play a major role. Anthogyr has developed a toolkit for patient communication with online and offline materials, such as implant passports, brochures and videos.

I am looking forward working with you and discussing patient, technological & digital trends and to have many face-to-face meetings in the coming months and years. ☺



“**OUR NEW PRODUCTS**”

**NEW ZIRCONIA SINA XT-T**

Discover the new hybrid zirconia with a translucency gradient for a smooth transition from the incisal to the cervical, validated for all types of Simeda® implant and dento-supported restorations.

It benefits from high mechanical strength and is suitable for homothetic, cut-back and anatomical designs, according to the indication. Its veneering time is reduced, depending on the prosthesis's design. The new zirconia is available for the fabrication of partial to complete abutments and bridges on the Anthogyr, Straumann, Neodent and MPS platforms. Note that for the implant bridge on flat connection, no intermediate base is necessary, including with the Angulated Access solution on Multi-Unit abutments

**NEW PRE-MILLED FOR AXIOM® BL AND TL**

Anthogyr offers more flexibility to dental laboratories with a full range of Pre-milled to perform customized titanium abutments, on Axiom® BL and Axiom® TL.

This new Labside solution will integrate seamlessly all workflows thanks to a wide compatibility with CAD and CAM softwares, and milling equipments.

By choosing Anthogyr Pre-milled, practitioners and dental laboratories enjoy high quality of the Original on Original solution, and benefit from the Serenity® warranty program.



PreFace abutments,  
Medentika® holder



Ti-Forms abutments,  
Amann Girrbach® holder

- + FLEXIBILITY AND TIME SAVING
- + EXPERTISE AND QUALITY
- + LARGE CHOICE OF INDICATIONS
- + 16 VITA SHADES



**NEW MEDIT T-SERIES SCANNER**

Why choose the Medit T-Series scanner?

Medit T-Series scanners provide ultra-fast scanning and optimal performance for your lab, speeding up your workflow and increasing your productivity. Their ergonomics improve the comfort and versatility of your work. This high-performance equipment combines quality, precision, and services: installation, startup, and training.



Medit T710

- MORE**
- + HIGH-PERFORMING
- + VERSATILE
- + ACCESSIBLE



Medit T310

“**NEW ANTHOGYR MINI IMPLANT SYSTEM  
SMALL BUT POWERFUL**”

**A**nthogyr Mini Implant system offers one-piece small diameter implant, combined with an integrated Optiloc® prosthetic connection, dedicated to removable overdenture stabilization.

The system is indicated for patients with totally edentulous mandible and/or maxilla presenting severe reduced horizontal bone availability. It offers minimally invasive treatment, without compromising with reliability, performance nor advanced patient comfort.

By eliminating bone augmentation, this system contributes to increase patient acceptance for implant treatment. It offers predictable and durable implant-retained overdenture solution, providing satisfactory outcomes and renewed improved quality of life to patients. ☺



**DR CLAUDE AUTHELAIN**  
France

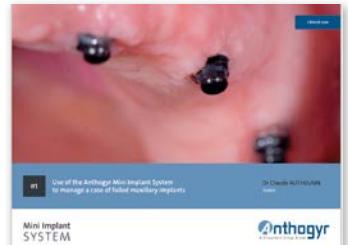
“The Anthogyr Mini Implant system is a new opportunity associated to the small diameter of

the implant, which allows placement in thin bridges.

It is also suitable for the peri-implantitis indications, as the small diameter allows anchorage in residual bone islands.”



Clinical case  
Mini Implant,  
D' Claude Authelain



# Simeda® Additive

“

**SIMEDA® ADDITIVE ,  
UNRIVALLED DESIGN FREEDOM  
WITHOUT ANY COMPROMISE  
ON STRENGTH ,”**

This disruptive and innovative technology is dedicated for titanium suprastructures, Wrap-around, Canada or Montreal.

Laser fusion facilitates the precise production of more elaborate geometries through the creation of new shapes. It allows to save time in the preparation of titanium-resin dental prosthetics. For the benefit of the prosthodontist, it is also now possible to choose a rough or textured surface finish which promotes the adhesion of the resin.



Rough



Textured

The subtractive machining process provides the same quality of finish as the complete machining of the prosthesis.

Simeda® Additive prosthetics are available on Axiom® Multi Level® platforms with Angulated Access on inLink® connection, as well as on Multi-Unit BL & TL abutments. They are also compatible with the Straumann Group wand MPS platforms with Angulated Access. **Simeda® Additive** is available on Web Order Simeda®.

With **Simeda® Additive**, enjoy the high quality standard in terms of passivity and precision of the connections. ☺



Montreal et Wrap around

“

**AXIOM® BL REG  
CLINICAL STUDY  
5 YEAR RESULTS ,”**

In this study, Axiom® BL REG implants demonstrate excellent marginal bone loss results and Pink Esthetic Score at 5 years post loading, indicating a very good predictability of subcrestal placement.

Conclusions: long term success can be expected with Axiom® BL REG implants, predictable esthetics achieved whatever subcrestal level. These results will be confirmed by 8 and 10 years data. ☺



## UPCOMING EVENTS

DENTINAL  
Tubules

**DENTINAL TUBULES**  
**OCTOBER, 7<sup>TH</sup> - 8<sup>TH</sup>, 2021**

Brighton



**NORTH OF  
ENGLAND  
Dentistry  
SHOW**

**NORTH OF ENGLAND SHOW**  
**OCTOBER, 9<sup>TH</sup>**

Manchester

EUROPEAN ASSOCIATION  
FOR OSSEointegration

**EAO OCTOBER, 14<sup>TH</sup> - 16<sup>TH</sup>, 2021**  
Digital event

ASSOCIATION  
DENTAIRE  
FRANCAISE

**ADF NOVEMBER, 23<sup>TH</sup> - 27<sup>TH</sup>, 2021**  
Paris, France

**CAMPUS**  
ANTHOGYR

**SAVE  
THE DATE**

**SEMINAR  
IN ANTHOGYR  
SALLANCHES**

**31<sup>TH</sup> JANUARY  
1<sup>ST</sup> FEBRUARY  
2022**





## “ CLEAN ROOM: VISITING A KEY LOCATION”

Going from the production site to the dental practice, from the machine that shapes the material to the hand of the practitioner and the patient's mouth: the packaging of each implant in the clean room symbolically links the industrial and the medical worlds. Discover this key location.



**Jérôme Bedos, Manager,  
Implant Department**

Jérôme Bedos is Manager of the Implant Department and is responsible for a team of 40 people.

From quality control to storage, going through the key step of packaging in the clean room, Jérôme and his colleagues ensure the conformity of each implant with Anthogyr's requirements.



### A HIGHLY MONITORED ROOM

An aseptic space with controlled atmosphere, the clean room has the particularity of controlling particle concentration. Within Anthogyr, it consists in two areas that meet ISO 7 and ISO 5 standards. “Strictly regulated, access to the clean room is allowed only to authorised operators who wear cleanroom coveralls. Each operator has been trained internally and follows specific procedures in order to prevent biocontamination. The room is obviously subjected to a particularly thorough cleaning and monitoring protocol.”



### AN ACCURATE ARRIVAL

The implants' “inlet”, the decontamination machine ensures their transfer between the quality control chain and the clean room, where they are packaged.



### PRIMARY PACKAGING, BETWEEN ACCURACY AND PRECISION

“Processed in the ISO 5 area, the “cleanest” area, the first operation consists in placing each implant in an individual pack comprising of 7 pieces. This manual assembly demands extreme accuracy and precision. This step is checked by an operator.”



### THE IMPLANT PACK, DETAIL OF AN INNOVATION

The patented packaging device is an exclusive Anthogyr design, developed by its R&D team. It consists of a system of titanium clamps that hold the implant while the cap is closed and allows, if necessary, its repositioning inside its tube during the procedure.

### SECONDARY PACKAGING, EXTRA PROTECTION

Moving to the ISO 7 area. “The seal and blister of each individual packaging are heat sealed simultaneously. Slid into its own plastic receptacle then hermetically sealed, it will thus be perfectly protected until it's opened by the dental surgeon during the procedure.”



### READY FOR DELIVERY

“From assembling individual packs to blister packaging, the implant packaging in the clean room is a fast process. The blisters, produced in 9-count strips to facilitate handling, are ejected through a secured outlet. Outside, they are cut by unit, gamma-ray sterilised, inserted in a cardboard packaging, stored, then shipped.”

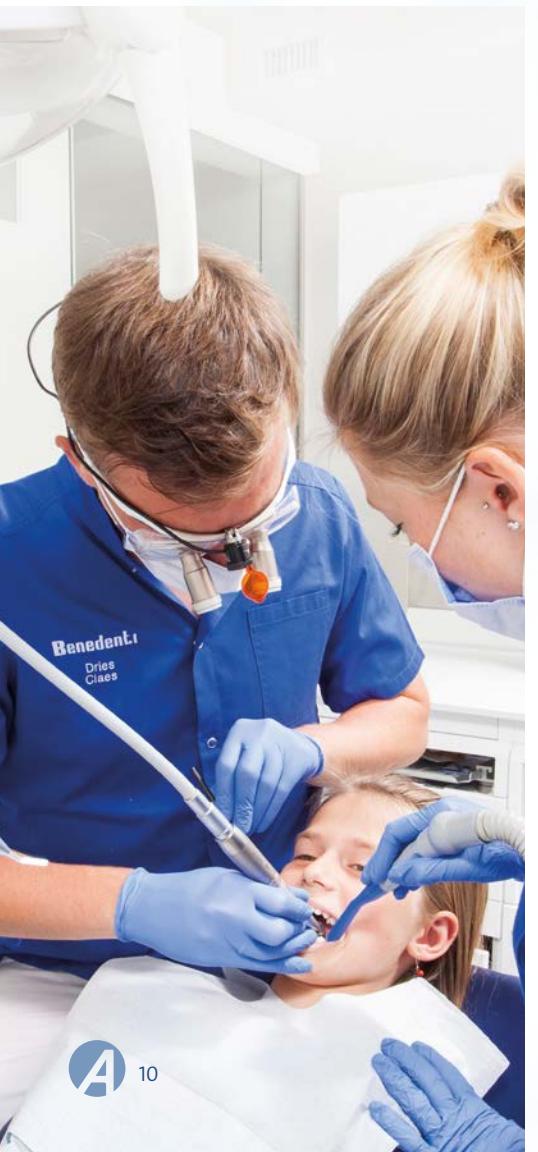
### Technical characteristics of the clean room

It's the air quality classification in the environment, hence the Clean Room. ISO 7 standard, i.e. 352,000 0.5 $\mu$  particles/m<sup>3</sup> of air in the blister packaging area. ISO 5 standard, i.e. 3,520 0.5  $\mu$  particles/m<sup>3</sup> of air in the decontamination exit area for implant tube packaging.

“

# BENEDENTI & ANTHOGYR... A HISTORY OF THINGS IN COMMON ”

**B**eautiful energy, humanist values and exponential dynamics ... Focus on the history of the Benedenti group with the Claes family, father&son. The whole Anthogyr spirit!



## Family as starting point...

At Benedenti, dentistry is a family business. But what a long way they have come since the early years when the work was shared by husband and wife, with the arrival 25 years later of two of their children, Dries and Marjan, to join the Benedenti Group adventure! As Rik Claes, its founder reminisces: *"In the beginning, I worked with my wife as a solo practitioner in a highly competitive environment. But I was not satisfied with my level of work and wanted to offer a multidisciplinary approach, so for 10 years I further educated myself by taking courses from the international school (Center of Dental Education of Dr Jan Pameijer) in the Netherlands, then in 1995 I went to New York to study implantology."*

## Implantology: a mission/passion

How does the metamorphosis of a solo dental surgery comprising 9 dental clinics and 200 workers throughout Flanders take place over 30 years? Built on a shared passion, lived by everyone as a veritable mission of care - demanding and constantly evolving: implantology. But also thanks to a dynamic, flexible entrepreneurial spirit, meaning that relevant opportunities are grasped (such as the adoption of the DSO<sup>(1)</sup> model in 2005) while knowing to reject the less promising ones.

**"I had a dream: to combine in one practice all the specialisms of the dental world"**

Dr Rik Claes, founder of Benedenti



More than just an ambition; Benedenti equips himself with the means to achieve this by continually adapting. The business of implantology leaves no room for error: the company selects its supply partners with care, invests widely in the training of teams and focuses on innovation, without ever deviating from its 3 watch words: connection, growth and fun. Dries relates: *"When we started to work with Anthogyr in 2010, we immediately appreciated the family spirit, client proximity, the fact of being able to speak directly to the big boss. But also the simplicity, reliability and affordability of their systems. Just like Axiom® implants, which we use on a daily basis (without having to be engineers!) or the InLink® connection, which makes our life easier. This is what we expect first of all: good, affordable products that are easy to use within a good relationship."*

## Synergy as strategy

And Rik continues: *"My goal was to create a model that expands around the same culture, the same quality requirement, the same smile. For everybody to be able to grow and flourish together (...) When Anthogyr joined the Straumann group in 2019, I was a little afraid of losing this state of mind, as well as proximity and quality. But we have since been reassured by the very attentive presence of Amal Ben Taouet, (Benelux DSO Key Account Manager) and the opportunities that the group opened up in terms of innovative capacity".* And it is being able to offer our clients and patients global services, complete ecosystems, compatible solutions and good practices while benefiting from the power and fresh perspectives that strong companies offer. Without ever losing sight of its values and culture.

## When Flanders meets Mont Blanc... it makes the future smile

Human warmth, bold, collective intelligence, reappraisal, the sharing of experiences... the words

## BENEDENTI 30 YEARS OF GROWTH

- 1991 Training in implantology
- 2000 Opening new office with 6 chairs
- 2005 Opening of 2 dental surgeries with 7 rooms (same Benedenti brand, same culture)
- 2010 Initial contact with Anthogyr at the IDS trade fair
- 2014 Opening 2 offices with Benedenti colleagues
- 2021 Benedenti celebrates its 30<sup>th</sup> anniversary around its 200 dentists & assistants

spoken at Benedenti, just as at Anthogyr, are meaningful. These are concrete acts in line with the challenges to be faced together. *"What do we expect following on from our connection with Anthogyr? To maintain the family culture, continue to do good, to be different (...) and to face tomorrow with enthusiasm thanks to certain, but always useful innovations. For example, we are very impatiently awaiting the development of digital solutions for guided surgery!"* again anticipate Rik &Dries. Augmented reality, ultra-personalisation, miniaturisation, VR<sup>(2)</sup> ... the coming years will be more technological than ever for implantology. Let the collective adventure continue!

(1) Dental Service Organization  
(2) Virtual Reality

# Creating new paths.



#MADE  
FOR  
YOU



Corporate movie

Follow us!



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A Straumann Group Brand