

etkoniDent



 MEDENTiKA®

06.04.2018

Customer Announcement

**AS OF JUNE 4, 2018, THE
ETKON[®] IDENT BRAND
WILL BE PHASED-OUT
AND REPLACED BY THE
MEDENTIKA[®] BRAND.
SAME PRODUCTS,
DIFFERENT BRANDING.**

etkoniDent



MEDENTiKA®

WHY

YOU WILL...

- get the **full potential** of a long-standing and trusted brand (Medentika®) under the Straumann Group umbrella
- benefit from a **broader portfolio** and more supported implant series (+ 10) than currently available via etkon® iDent
- have access to an expanded connectivity for more restorative indications, supporting **centralized and in-house milling strategies**.

WHAT

Stock components

PHASE-OUT of product line:

Products: ti-bases, abutment blanks, screws, analogs, repositionable analogs, instruments, scanbodies, wax-up bases, etc

With the branding-switch, all key identifiers will change to Medentika® standards, but **products will stay the same**

	Article numbers	implant platform Identifiers
etkon® iDent		AA
Medentika®		E

Example: NobelReplace®
Tapered etkon® iDent Series AA
Medentika® E

Branding



WHAT

Digital components

Products: customized abutments and Ti-bases for CARES® X-Stream™

No direct product-change will affect the current etkon® iDent user.
etkon® iDent CAD/CAM = Medentika® CAD/CAM

The only modification will concern the selection of scanbodies in the design software.

+ access to additional implant series that were not available via etkon® iDent



Orders no longer possible

AS OF
JUNE 4th

Medentika® transition activated

HOW

Stock components



Because the currently used etkon® iDent parts are identical to the Medentika® parts, customers will be able to continue to use them in combination with conversion tables.



Conversion tables will be available to you in advance of the branding switch.



How to order Medentika® articles? → You will have to switch from the etkon® iDent e-shop to the new Straumann Group e-shop: there, you will find the articles under the Medentika® tab.

- All products will be removed from CARES® Visual Software
- All existing etkon® iDent DMEs will become obsolete and will be replaced by Medentika® DMEs

AS OF
JUNE 4th

- Medentika® CADCAM will replace the current etkon iDent CADCAM*
- Straumann® CARES® will update automatically

All software and DME updates will be available 06/04/2018 at straumann.us/etkonident



No direct product change will affect the current etkon® iDent user. etkon® iDent CADCAM = Medentika® CADCAM. The only modification will concern the selection of scanbodies in the design software. Customers can continue to use the etkon® iDent scanbodies by referring to the conversion tables.



DME with Medentika® portfolio will be required.



New connectivity added to the ones you already knew under etkon® iDent.



Like etkon® iDent, Medentika® CADCAM products will be produced in Straumann's milling centers in US, GER and JP for their respective markets. They will also be available via Scan&Shape.

Straumann North American Headquarters

Straumann USA, LLC

60 Minuteman Road

Andover, MA 01810

Phone 800/448 8168 (US)

Fax 978/747 2490

www.straumann.us

ifu.straumann.com

© Institut Straumann AG, 2018. All rights reserved.

Straumann® and/or other trademarks and logos from Straumann® mentioned herein are the trademarks or registered trademarks of Straumann Holding AG and/or its affiliates.