

Nobel Biocare establishes Preferred Partner Program with Ivoclar Vivadent

Nobel Biocare has recently announced that it has signed a preferred partnership agreement with Ivoclar Vivadent as part of a newly established Preferred Partner Program. The collaboration with Ivoclar Vivadent will offer Nobel Biocare additional access to high-performance ceramic and acrylic prosthetic materials, thereby enabling Nobel Biocare to expand its leading restorative and prosthetic portfolio through new products, solutions and materials. This partnership between the two industry's heavy-weights also includes the development of new materials, joint educational and training programs and commercial activities.

Nobel Biocare has initiated a Preferred Partner Program with selected dental material providers with the goal of further strengthening NobelProcera's leading market position in CAD/CAM-based dentistry. The resulting collaborations will afford Nobel Biocare access to a wider range of state-of-the art and high-performance dental materials, and thus enable it to offer customers an even broader portfolio of restorative and prosthetic solutions. Nobel Biocare's extended offer will include new products, better veneering solutions, cost-effective treatment options and complete solutions for edentulous indications.

First partnership agreement signed with Ivoclar Vivadent

The partnership agreement signed with Ivoclar Vivadent, a worldwide market leader in restorative and prosthetic materials for dentists and dental technicians, will provide Nobel Biocare access to high-performance ceramic and acrylic materials. Nobel Biocare will consequently further expand its comprehensive portfolio of prosthetic solutions that offer outstanding esthetics, strength and fit for every indication and restorative need. Under the terms of the agreement, the partnership with Ivoclar Vivadent also involves joint research and development programs, the sharing of clinical research and studies, educational and training programs for dental laboratories and clinicians as well as joint commercial activities. The

agreement with Ivoclar Vivadent will complement Nobel Biocare's recent launch of a new scanner, software, broad range of new prosthetic products and materials and strengthen the company's position as the industry's leading full solution provider and partner of choice in dentistry. Domenico Scala, CEO Nobel Biocare, said, "This partnership with the world-leading dental materials provider, Ivoclar Vivadent, marks another step in our strategy to strengthen NobelProcera's position as a key offer in CAD/CAM dentistry. This cooperation, which also encompasses research, development and education, ensures optimal product fit between the two providers, leading to better clinical results for dental professionals and their patients."

"As a leading materials company we see a partnership with Nobel Biocare as an ideal combination of premium skills – milling systems and materials", said Robert Ganley, CEO of Ivoclar Vivadent, "NobelProcera is a leader and pioneer in CAD/CAM dentistry while Ivoclar Vivadent is a market-leading materials company with innovative ceramics, such as IPS e.max CAD, and a unique acrylic provisional material system that is due to be launched in 2010."

Areas of partnership with Ivoclar Vivadent

The partnership agreement with Ivoclar Vivadent covers the following areas: IPS e.max ceramics for full contour crowns Ivoclar Vivadent will provide Nobel Biocare with IPS e.max CAD lithium disilicate ceramics for the production of full contour crowns. IPS e.max lithium disilicate ceramics material offers premium material strength, excellent translucency for high esthetics and long-term durability. IPS e.max ceramics can be used for final restorations on natural teeth and implants. Nobel Biocare will start to launch its new range of IPS e.max products as of mid-2010. The IPS e.max products will be milled in Nobel Biocare's state-of-the-art industrial milling centers, ensuring optimal product quality. **DA**

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