

# DRIVEN TO EXCEL

Confidence beyond Immediacy.



# INNOVATION IS BUILT IN OUR **DNA**

Straumann is the world's leading pioneer in specialty dentistry, offering innovative best-in-class solutions to support dental professionals.

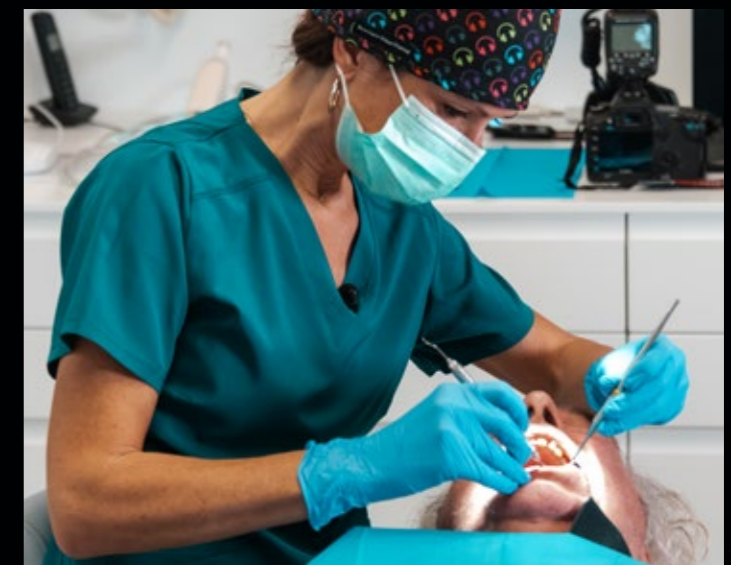
As the flagship brand of the world's largest implant manufacturer group, Straumann has become the first choice for digitally integrated treatment concepts in implantology, prosthetics, and regeneration, for progressive practices and labs. We constantly push the boundaries of dental treatment, applying our unrivalled material science across implants, biomaterials, and prosthetics applications.

Anticipating the future is built into our DNA. We relentlessly innovate for growth in specialty dentistry by offering digitally integrated treatment concepts through open digital platforms. It's all made possible by our portfolio of intuitive software and smart equipment for dentists, orthodontists, and dental laboratories.

Our solutions are enhanced by high quality education and dedicated services designed to drive efficiency and treatment reliability in dental practices, for greater patient satisfaction and more predictable outcomes.

Our leadership in specialty dentistry is a result of our decades of uncompromising commitment to research and innovation, working alongside the most renowned dental professionals and leading universities.

Our products and solutions are backed with an unparalleled number of scientific publications. We constantly renew our long-term partnership with the ITI and dental professionals, to advance research, innovation, education, and clinical excellence.



## DRIVEN TO EXCEL. FOR YOU. AND YOUR PATIENTS.

Number one choice of progressive dental professionals

Confidence and patient satisfaction

Evidence based superior clinical credibility

Innovation centered around the patient

Efficiency and treatment reliability

Digitally integrated treatment concepts

Backing by the largest international scientific organization

World-class education and enablement

# MAKING THINGS BETTER FOR HUMANKIND

When Dr. Reinhard Straumann took his first steps in watch-making in early 20th century in Switzerland, he could not know that this was the beginning of a journey to revolutionize the medical device industry and become the world's number one dental implant company.

He was a true pioneer, with a hunger for research, a passion for excellence and innovation, and a relentless ambition to make things better for humankind. Using renowned Swiss engineering backed up by scientific evidence, he combined design with precision, craftsmanship, and quality, to create advancements that soon reached far beyond watch-making.

Since then, three generations of Straumann pioneers and entrepreneurs have shaped our DNA and laid the foundations for modern dental implantology. We've now been around for almost seven decades, always pushing the limits, entering new fields, and creating opportunities to improve people's lives. From the first dental implant in 1974 to the latest cutting-edge digital solutions, we have become the protagonist of the world's number one manufacturer of dental implants, the Straumann Group (Ref DIMDC). What began in 1954 as a small family-owned Swiss-based research institute is now a global company with more than 10,000 employees, represented through a broad network of affiliates, distribution subsidiaries, and partners, in more than 100 countries. Working together, we always stay true to our core value of delivering uncompromising quality with the patient in mind.

## MILESTONE PICKS

- 1954** Reinhard Straumann – foundation of Institute Straumann
- 1967** Fritz Straumann takes over management
- 1974** First Straumann® Dental Implant
- 1980** Foundation of International Team of Implantology (ITI)
- 1990** Thomas Straumann takes over management
- 1997** First material and surface milestone (SLA®)
- 1998** IPO
- 2002** Entry into biomaterials
- 2003** Tapered Effect Implant
- 2005** Mega surface milestone (SLActive®)
- 2007** Entry into digital / CAD/CAM (Etkon); Bone Level Implant
- 2009** Roxolid® material milestone; guided surgery; intraoral scanning
- 2010** Digital solutions concept
- 2011** Entry into dental software (DentalWings™)
- 2012** Entry into further implant segments (Neodent®)
- 2013** Entry into ceramics and MPS (Medentika®)
- 2014** Bone Level Tapered Implant (BLT)
- 2017** Straumann Group established; entry into orthodontics (ClearCorrect®)
- 2018** Fully-Tapered Bone Level Implant (BLX)
- 2019** Entry into further implant segments (Anthogyr®)
- 2021** Fully-Tapered Tissue Level Implant (TLX)



# A WORLD-CLASS COMMUNITY UNITED BY EXCELLENCE

Our leading position in dentistry is based on a strong community of professionals, and influenced by factors that reach beyond our products.

We're committed to true partnerships with global oral care professionals, and contributing to the fulfillment of our shared vision of oral care excellence for patients worldwide. With this responsibility we drive the promotion of continuing professional development, and nurture knowledge exchange between scientific evidence and clinical practice. We work alongside renowned dental professionals and leading organizations, universities, and clinics. Our long-term partnerships are deeply grounded in active exchange with the International Team for Implantology (ITI) and our role as a founding partner. The ITI is the largest international scientific organization in the field of dental implantology and oral tissue regeneration, with tens

of thousands of outstanding dental professionals. Furthermore, we have earned our superior clinical credibility through thousands of scientific publications and decades of research which serve as the foundation of our solutions. The unique selling proposition of the Straumann brand has always been our close ties to science, education, and research, and the global Straumann Community is living proof of our trusted position as a reliable partner between industry, science, academics, and practice.

## THE ITI – A STRONG COMMITMENT TO EVIDENCE-BASED PRACTICE

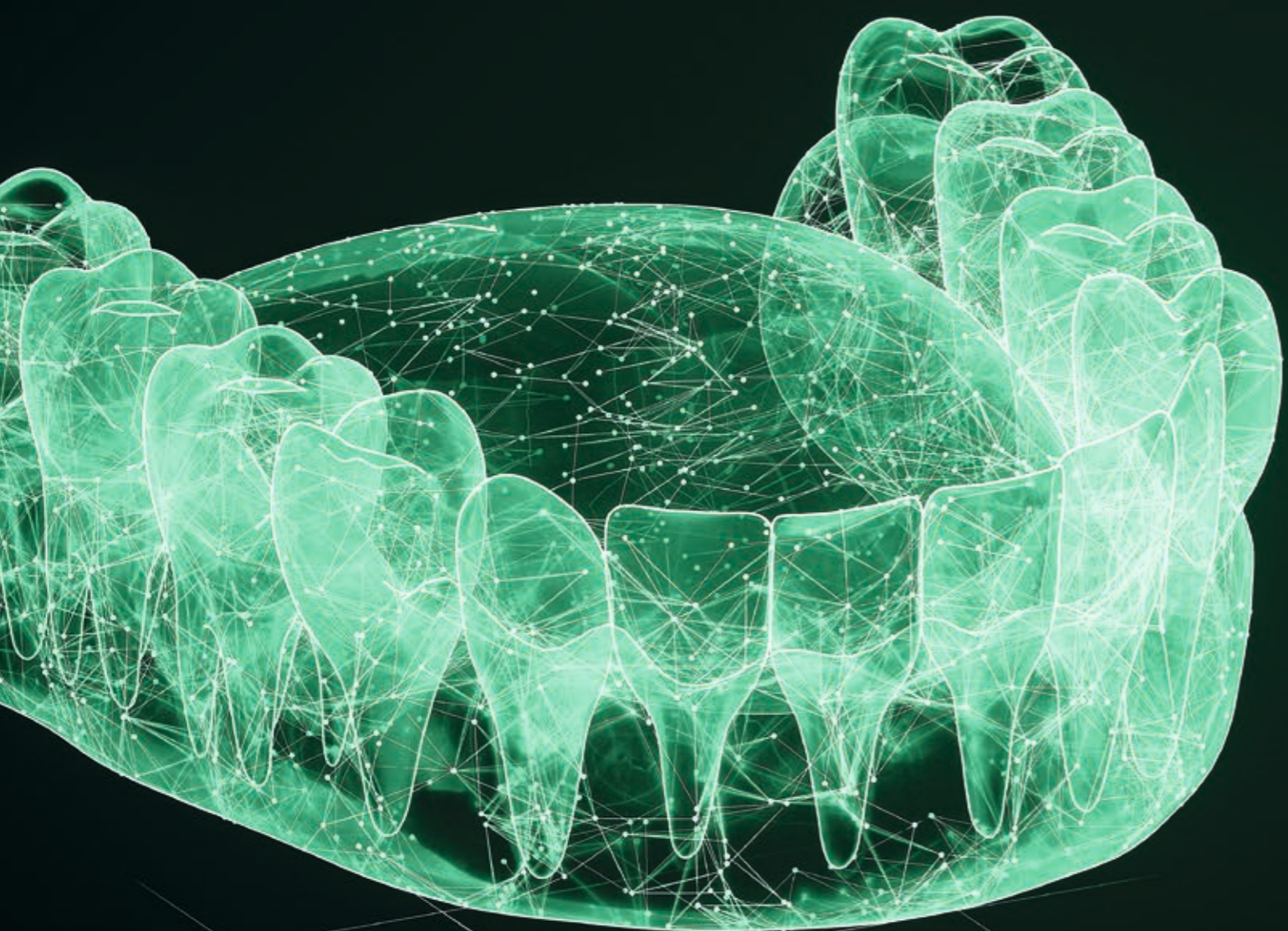
For over 40 years, Straumann has benefitted from a close and fruitful relationship with the International Team for Implantology (ITI), the largest international organization in implant dentistry

The ITI is a driving force in education and the dissemination of knowledge in this field, focusing on the development of well-documented and evidence-based treatment guidelines, and the consolidation of long-term data

Almost 20,000 members from all over the world participate in ITI education and research activities, and exchange their expertise to continuously improve their skills and the treatments they provide to patients

Learn more: [www.iti.org](http://www.iti.org)





# THE **FUTURE** OF DENTISTRY: FULLY CONNECTED SOLUTIONS

Digitization is progressing faster than anyone could imagine. AI is on the rise and connectivity is an imperative.

While advanced software, high-tech equipment, and consumables are taken for granted, dentistry generally lacks overarching connectivity, open systems, holistic service, and cross-system support. Too rarely do implant system and digital solution providers and practices or laboratories speak the same language when it comes to technical, surgical, or laboratory treatments. And often there are too many different counterparts who do not place the patient at the center of their decisions.

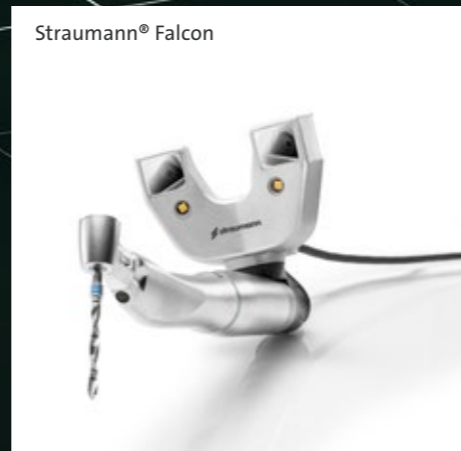
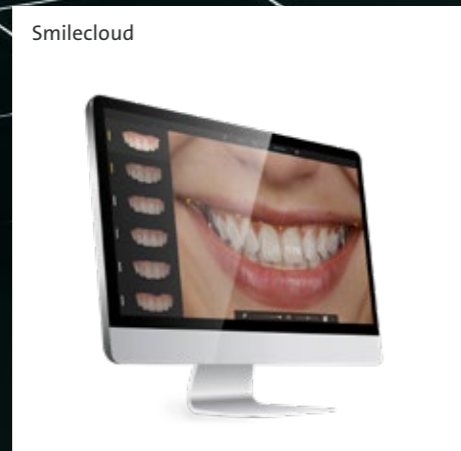
offering flexes to fit your specific needs and is dedicated to making your daily practice life easier and more efficient, predictable, and profitable. While keeping speed, productivity, and efficiency in mind, we focus on patient experience and ease of use for the practitioner and lab.

At Straumann, we not only offer software, equipment, and materials, but also solutions and services that connect the dots, building bridges from digital visions to practice or lab reality, and from isolated innovations to seamless, validated and patient-centered treatment workflows.

Our vision is to connect everything and integrate it flawlessly into your daily practice work and your patients' lives – truly connected digital dentistry, powered by AI. Our comprehensive digital

**A PORTFOLIO OF CONNECTED SOLUTIONS FOR SEAMLESS AND EFFICIENT WORKFLOWS**

Elevate your practice with all-inclusive digital solutions that cater to all your needs	Amplify your business through faster and more effective collaboration with your professional network
Our multidisciplinary treatment is designed to increase treatment predictability, helping you meet patients' expectations	Our solutions help you build the treatment around your patient, and are designed to boost case acceptance thanks to improved communication with your patients
Create value through technologies powered by AI, for smart and efficient workflows	

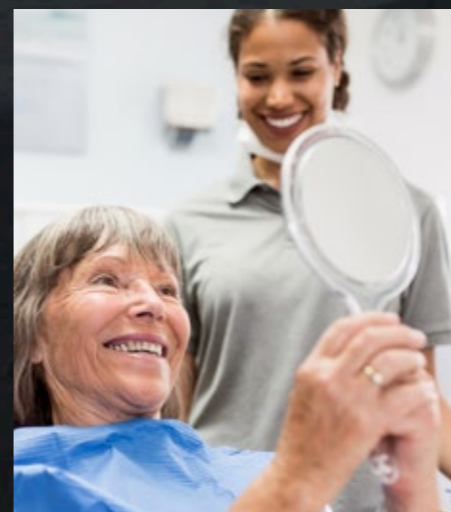


# CONSTANTLY PUSHING THE BOUNDARIES OF IMPLANTOLOGY

Straumann® Dental Implant Systems have become the number one choice of progressive dental professionals through decades of relentless focus on improving clinical outcomes, patient satisfaction, and practice efficiency.

Today our formula for success is more relevant than ever. Patients know more about treatment options and expect faster treatment. Treatment successes and failures travel faster and further through social media and word of mouth. Treatment outcomes are undermined by aging, and the increasing prevalence of diabetes and other health conditions. Progressive dental professionals looking to excel in this environment rely on the evidence-backed clinical performance of our implant systems, and the efficiency of our work-

flows. Our latest Straumann® BLX and Straumann® TLX Implant Systems have been perfected for modern immediate protocols. Our exclusive SLActive® surface enables 100% implant survival rate, even in patients with diabetes, irradiated patients, and smokers. Our high performance alloy Roxolid® enables less invasive treatment and a lifetime warranty for our implants. This is why progressive dental professionals seeking the best patient outcomes and practice growth choose Straumann® Dental Implant Systems.



## EXCELLENCE. SIMPLICITY. VERSATILITY.

Implants and prosthetic components for any treatment concept

Tissue level products as well as bone level products

Parallel-walled, tapered, and fully-tapered implants

From Mini Implants to Zygomatic Implant Systems

Groundbreaking technologies of Roxolid®, SLActive®, SLA® or ZLA®

From Grade 4 titanium, Roxolid® to zirconia

Guided surgery and integrated workflows

Highly functional instrumentation for straightforward protocols

# PROSTHETIC EFFICIENCY SOLUTIONS

In implant dentistry, dental labs are the artisans and the masters of efficiency.

Every day, they deliver exceptional performance behind the scenes, and require the highest quality systems and tools. We have been working closely with dentists and laboratory technicians for almost seven decades. We understand their fundamental needs and technical as well as craftsmanship requirements, and in particular the necessity for close interconnection between the two fields. As relentless and eager to advance in implantology, we maintain a supportive, collaborative and trusting environment that forms the basis for a high-performance collaboration. Professionals dealing with professionals – this is how we continue to make significant progress in dental implantology, together with you. To benefit from industry-leading excellence in prosthetic dentistry, partner with Straumann and access our complete range of high-quality prosthetic solutions from a single, trusted source.

Digital technology, processes, workflows, and new materials are revolutionizing dentistry. In this fast-changing environment, Straumann will help your dental lab stay at the cutting edge of innovation, delivering best-in-class solutions by combining our expertise with yours.



## UNDERSTANDING YOUR NEEDS IN DETAIL

For tissue and bone level implants

Screw- and cement-retained

Conventional and digital workflows

Standard and anatomic designs, including angled screw channels

From single-tooth to full-arch restorations

Gold, ZrO<sub>2</sub>, TAN, Ti, CoCr

Customized prosthetics and standard abutments

# ADVANCED BIOMATERIALS MASTER ANY CHALLENGE

Straumann provides the most comprehensive biomaterials portfolio in oral regeneration.



Our unique biologics, complete GBR portfolio, and innovative custom solutions are designed to enable our customers to master the challenges they face in their everyday practice.

We understand that your challenges are as individual as your patients. That's why we offer products you feel com-

fortable with and can depend on every day. You can trust Straumann's experience and expertise to deliver the right solution, whatever your patient needs. From a volume preserving xenograft, to the speed and natural results of an allograft, or a well-balanced combination, our innovative solutions provide exactly what you need to master every patient's challenge.



Together with our strategic partners, Straumann now provides a carefully selected and comprehensive portfolio in oral regeneration

Our unique Straumann® Emdogain® for periodontal regeneration in surgical and flapless approaches, and enhanced wound healing

Complete GBR portfolio for implant site management

Solution for soft tissue esthetics

Cleaning and regeneration solutions for peri-implant diseases



# TAKING IMMEDIACY TO THE NEXT LEVEL

Straumann® ImmediaXy™ helps you to meet growing patient expectations

With patients increasingly demanding shorter treatment times, and with the growing evidence for predictable success, immediate treatment protocols are a popular choice in implant dentistry. Backed by our dedication to scientific innovation, Straumann® ImmediaXy™ takes immediacy to the next level of reliability and efficiency, with major benefits for your patients and your practice.

With ImmediaXy™, Straumann offers an ecosystem of solutions covering the whole workflow, from data acquisition to restoration. It's designed to enable dental professionals to confidently, predictably, and efficiently provide patients with immediate temporization, whenever possible and clinically sensible – whether in single tooth, multiple teeth or full arch cases – and even in challenging indications.

## STRAUMANN® IMMEDIAXY™ BUILDS ON INNOVATION AT EVERY STAGE, TO OFFER:



Seamless and flexible digital workflows: chairside, centralized, and everything in between

Implants and instruments perfected for immediacy

Highly effective biomaterials to meet any challenge

Efficient prosthetic options for all indications

Better quality of life for patients

Predictably and confidently pushing boundaries

Improved efficiencies in time and cost

Accelerated revenue generation for your practice



# INTEGRATED SOLUTIONS FOR **FULL-ARCH** TREATMENT

The full breadth of treatment options – because we are all unique.

Out of millions of people facing dental problems, no two cases are the same. Having the right solution for each individual patient is a challenge every clinician faces.

Full-arch treatment is one of the most complex challenges for dental practices and labs. Delivering the right solution for each patient is imperative for every clinician. Health conditions, financial situations, esthetic expectations, and specific dental situations all need to be considered before a treatment plan can be

decided. For the practice, it means you need options, from removable or fixed restorations and straightforward or advanced indications, up to heavily compromised bone in the zygomatic area. Our implant systems make a difference, as do our retentive systems, bars, bridges, and the digital solutions that support your treatment – be it treatment planning, manufacturing services or visualization software suites. Especially in this challenging environment, the many advantages of Straumann's digital expertise come into their own.



## STRAUMANN® FULL-ARCH REMO- VABLE SOLUTIONS

Straumann® Mini Implant System

Straumann® Novaloc® Retentive System

Straumann® CARES®  
Screw-Retained Bars and Bridges (SRBB)

## STRAUMANN® FULL-ARCH FIXED SOLUTIONS

Straumann® Pro Arch with  
BLT, BLX, TLX

Straumann® TL and BL  
Implant Systems

Straumann® Zygomatic Implant  
System

Straumann® CARES®  
Screw-Retained Bars and Bridges  
(SRBB)

## ADDITIONAL TOOLS AND SERVICES

Treatment planning with  
coDiagnostiX®

Smile in a Box™ - service



# EDUCATION – LEARN, MEET, SHARE, EXPLORE, GROW

Well-trained dental specialists are a rare commodity these days, and the demands are ever increasing.

Innovation drives progress in oral healthcare and patient expectations are rapidly increasing. Well-trained professionals are vital to effective patient care and practice growth; that is why we do not compromise on our commitment to education. Available across various formats including classroom, eLearning, webinars, dedicated digital platforms and more, our programs inspire hundreds of thousands of dental professionals around the globe. We offer, foster, and sponsor world-class education and enablement that goes far beyond just products. In close collaboration with ITI, medical education plays a pivotal role at Straumann, as demonstrated by our investments in groundbreaking learning technologies, devices, and methods, such as Virtual Reality or AI-based applications, with which we pioneer innovative learning solutions with the potential to meaningfully impact oral healthcare education. We are proud to serve our customers with diverse programs for enablement and education on a global, regional, local, and even individual level.

## UNLOCKING THE POTENTIAL OF STARTERS AND EXPERTS THROUGH TAILORED LEARNING PATHWAYS

Straumann® SMART Implantology is for beginners in dental implant therapy, and Straumann® SMART Immediacy supports general practitioners to implement immediate protocols

Remote training with the Learn in a Box™, with more than 5,000 deliveries in over 20 countries since launching in 2021

30 Centers of Dental Education (CoDE) test and implement cutting-edge technology such as virtual reality, supporting and mentoring starters in implantology

Straumann sponsors local and international courses for all levels of complexity

Women Implantology Network (WIN) enables more than 5,000 female dental professionals to enter the field of implantology, and lifts barriers to advance to leadership roles

Learn more: Education & Enablement  
([www.straumann.com](http://www.straumann.com))



**International Headquarters**

Institut Straumann AG

Peter Merian-Weg 12

CH-4002 Basel, Switzerland

Phone +41 (0)61 965 11 11

Fax +41 (0)61 965 11 01

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

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