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Hu-Friedy

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Magazine

SPECIAL EDITION IDS 2019 • COLOGNE

**NO MATTER HOW FAST THE
DENTAL INDUSTRY CHANGES**

Hu-Friedy is always by your side

#HFCloserToYou





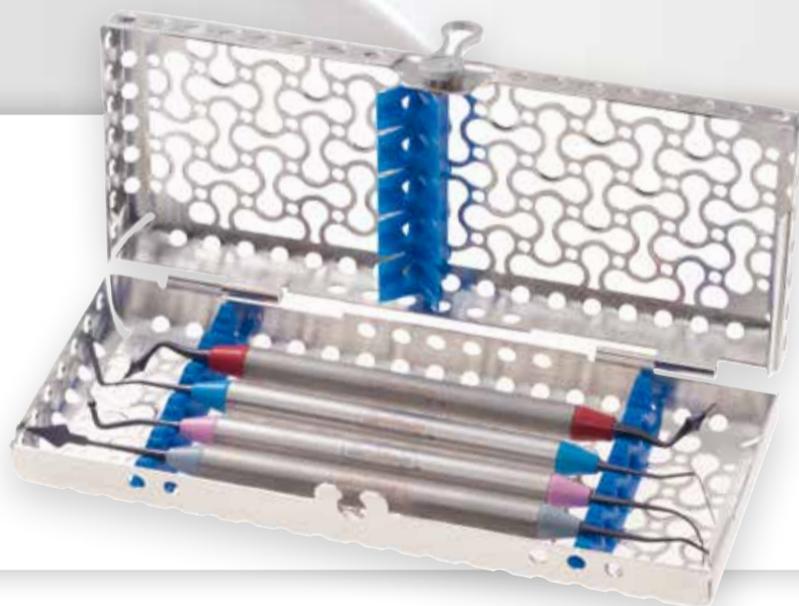
Special Promo!

Buy 1 Adhesthetics Theca Kit receive free admission to Dr. Ferraris' webinar.

Adhesthetics Theca Kit by Dr. Ferraris

This kit covers a variety of clinical procedures for both direct and indirect restorative dentistry.

Helping clinicians achieve necessary results through clinical excellence. Each instrument has its own distinct set of colour cones, making instrument identification easy.



Visit us online at hu-friedy.eu

Manufacturer: Hu-Friedy Mfg. Co., LLC | 3232 N. Rockwell Street | Chicago, IL 60618 | USA
Customer Care Department: Free Phone 00800 48 37 43 39 | Free Fax 00800 48 37 43 40
Website: Hu-Friedy.eu

How the best perform





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Hu-Friedy is always by your side



Although lagging behind other industries, even the dental business is going through a period of profound change, which simultaneously sees the arrival of new players and the strong influence of digitization. Patients are much more informed than they were only 5 years ago (and often misinformed or unaware), which completely changes the role of the dentist and expectations of his patients.

In the meantime, dental chains have become important in the dental services offer, by changing the way in which the clinician perceives himself and the value of his own contribution to the demand of dental services.

Distribution is also facing a quick change. In some cases, the presence of global players or digital disintermediation platforms has led to out-of-line reactions, mainly based on the price, consequently losing the focus on the analysis of the change in the dentist's expectations. As a result, the concept of service is no longer considered only from a logistical point of view (if we consider Amazon, it is a clear example of a common benchmark of the expected service level, which is now taken for granted by end users), but has led to the discovery of new needs.

A consultative approach with managerial skills

From our conversations with dentists, we realize more and more the need for consultative support from both distribution and the industry as a whole.

This requires the commercial counterpart to have a wider and deeper knowledge than in the past, and is possible by combining technical and clinical abilities along with the addition of managerial skills.

Even the world of the manufacturer has changed. Recent mergers and acquisitions have created big medical monoliths that in most cases have lost the ability to understand the specific needs, aligning with a more generic medical process.

Finally, although it is considered a turning point for clinical practice, the digital transition is creating a bit of confusion on the expectations of patients, distributors and producers themselves.

In short, many changes are simultaneously taking place during a period of rapid innovation influencing the behavior of players within our industry. This is the exact moment when the true leaders appear.

In our 120 year history, we at Hu-Friedy have always seen change as an opportunity. The longevity of our history has allowed us to get where we are today. We are strongly anchored to important values such as commitment and professionalism, that combined with the quality of our products, place Hu-Friedy at the top of the exclusive world of avante garde dentistry. We have been, and still are, the first company to offer to dental clinicians the Hu-Friedy Instrument Management System (IMS), a total solution for the organization and the prevention of cross-infections in clinics.

It is not just about creating an excellent product

Simply creating an excellent product is no longer enough and we are well aware of this. For this reason, we never stop learning from industry leaders, our partners, customers and most of all we rely on continuous collaboration with more than 600 Key Opinion Leaders on an international scale. To date, we proudly count more than 6,000 training kits used annually in theoretical-practical courses by our KOL network, in order to support all training activities on a global level with maximum capillarity. We also support educational activities beginning with a dedicated University Program that guides students throughout their academic career as they become the new professionals of tomorrow.

Our support is not limited to students. Training courses are also offered directly by Hu-Friedy in all of the EMEA Regions to clinicians, dental assistants, Hygienists and group practices who want to stay updated in this changing world.

We have launched a new European web platform that represents a sharing point for all dental professionals to find webinars, blogs, clinical articles, educational content and industry updates. Our goal for this new digital platform is to have it become the main point of reference for the Hu-Friedy community.

Another pillar for us and challenge for our Product Development team is maintaining quality excellence, which can be translated into the quality and longevity of Hu-Friedy instruments and in after-sales assistance. We provide one of the most extended product warranties of our industry, and we keep expanding the Technical Care Centre with after-sales repair services.

We at Hu-Friedy do not want to be just a mere business company, but a committed group of people working in all of the EMEA Region to directly support dental professionals. We assist them in choosing the right procedural set-ups, as well as the implementation of the best solution in terms of organization, efficiency and safety in their practice and for the sterilization process.

Our men and women visit more than 500 dental practices on a daily basis, reducing the gap between the manufacturer and dental professionals and helping them improve the lives of their patients through the delivery of high-level dental treatments.

Fabio Molinaro
VP and Managing Director EMEA



Adhesthetics Theca Kit

Incorporating specific techniques into everyday procedures allows predictable results in direct and indirect restorative dentistry. Constantly challenging yourself and continuously making personal improvements is the personal motto of Federico Ferraris.

During the launch of the new Federico Ferraris Adhesthetics Theca Kit by Hu-Friedy at IDS, we asked Dr. Ferraris to tell us more about these new instruments and most of all, about Adhesthetics's philosophy.

Dr. Ferraris, how did you develop the idea of the philosophy of Adhesthetics? What were the circumstances that led to this innovative concept?

The main reason why I came up with the new philosophy of Adhesthetics in the first place was that there was too much information on the restorative scenario, too many different options and protocols about how to treat a restorative patient and personally, after many courses on this topic, I still couldn't find the most suitable

restorative procedure according to my needs. I wanted to conceive the best protocols by which a clinician can achieve more predictable results and a better organization of his work. This is why I decided, with the collaboration of some of my former students, to find those protocols and eventually we created this project.

Why did you choose to start a collaboration with Hu-Friedy for the development of the Adhesthetics Theca Kit?

We already have some very accurate restorative instruments, such as the Hu-Friedy CompoSculp, that can cover a wide range of direct and indirect restorative procedures, but we wanted to create instruments with new features for specific protocols. I have always considered Hu-Friedy as the worldwide leader of dental instruments,

especially for surgical and restorative dentistry, and for this reason I approached the Hu-Friedy team that was so open-minded to accept the behind collaboration. After some time working together, we developed ideas, design and eventually the prototypes of the new restorative instruments to be added to our traditional restorative kits. Adhesthetics Theca is projected to be an independent set of instruments to cover the main variety of clinical phases in direct and indirect restorative dentistry.

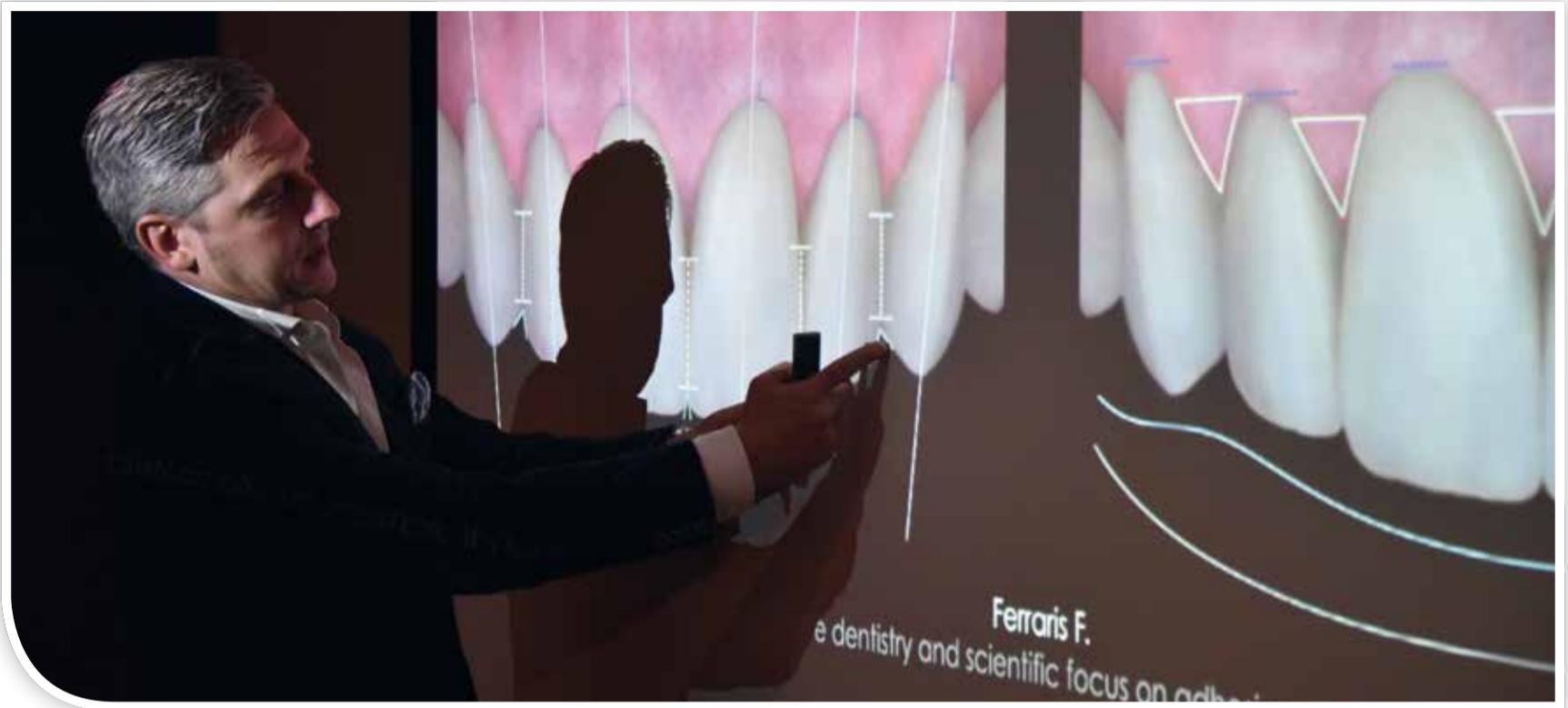
What motivates you to share your knowledge and state of the art methods through educational courses worldwide?

In the beginning, I started to share my ideas with my friends and University students, but in short time I realized that thanks to social media and how the world is easily connected today, I had the opportunity to set-up international courses and conferences. By doing this, I can share my experience and knowledge abroad, and not only in the Italian dental scene. At the moment, I perform educational courses and lectures in more than 40 countries around the world.

“Do better than yesterday”

Federico Ferraris





Now more than ever there is greater attention of the patients towards esthetics and dental prevention. How have dental techniques evolved in this sense and how do you think they will develop in the future?

For sure we have obtained a high level of performances in esthetics due to the use of new materials, tools and techniques we have developed in recent years. The main purpose now is a better attention on dental prevention

rather than the extraction of an unhealthy tooth. We have a more conservative approach and we aim to treat the tooth instead of removing it surgically and the new technologies are already evolving in this sense.

We know that you are about to publish a book about Adhesthetics. Can you tell us something about it?

The Adhesthetics book collects all my experiences as clinician and as teacher of the past 20 years. The main purpose of the book is to share in details all the clinical protocols in

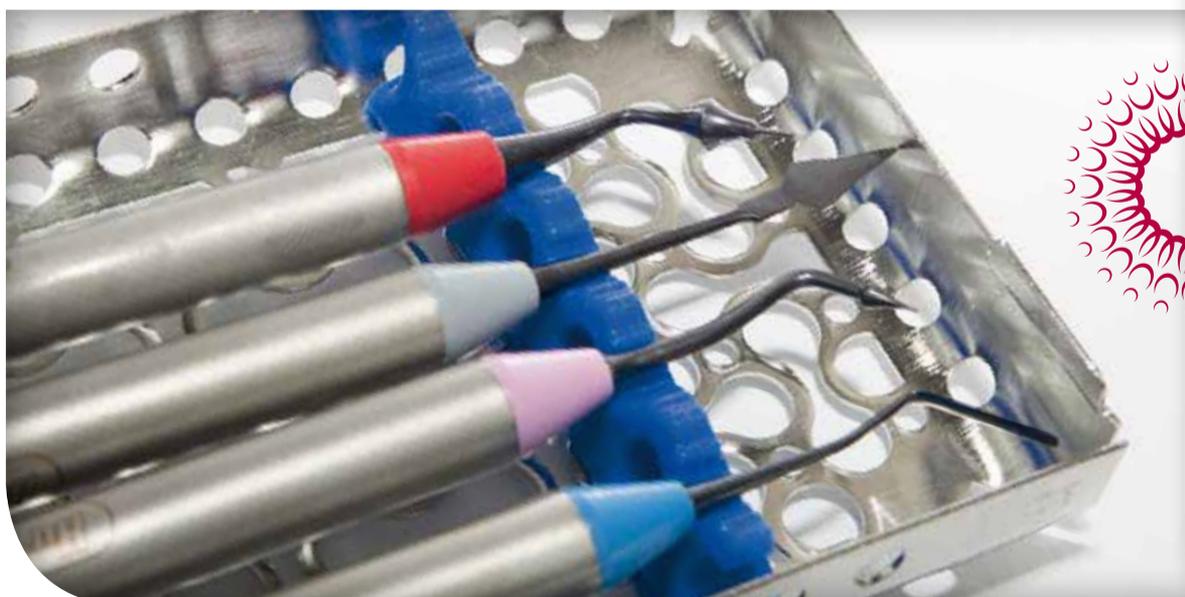
different kind of restorations, such as direct and indirect restoration and also for both anteriors and posteriors. This part of the book can be considered as a manual for those who want to go deeper in this topic and have a refresh of restorative clinical protocols. Furthermore the book contains a scientific review on adhesion from the clinical point of view. In conclusion, the Adhesthetics book has different levels of reading, and is conceived for clinicians by clinicians. ■

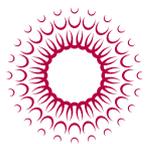
Dr. Federico Ferraris is an active Member in several scientific organizations, as: EAED (European Academy of Esthetic Dentistry), AIC (Italian Academy of Conservative and Restorative), AARD, IAAD, SCAD, DSD. He is President elect of AIC and SCAD. He is a member of IJED's Editorial Board. He is also speaker at dental congresses and courses in more than forty different Countries worldwide.

Federico Ferraris Adhesthetics Theca Kit by Hu-Friedy

The Adhesthetics Theca kit is comprised of four unique instruments designed by Dr. Federico Ferraris in collaboration with Hu-Friedy. It covers the main variety of clinical phases in direct and indirect restorative dentistry in order to help clinicians to achieve predictable results and clinical excellence.

Each instrument has its own distinct set of colour cones, making instrument identification simple.





IMPLANT MAINTENANCE CARE SOLUTION

Proper monitoring and maintenance are essential to ensure the durability and health of a dental implant. The long-term success of implants is fundamentally dependent upon both the patient's maintenance of effective home care and on the dental team's administration of professional prophylaxis procedures in the dental office.



Author: **Dr. Olivier Carcuac**, DDS, PhD,
Department of Periodontology,
University of Gothenburg, Sweden

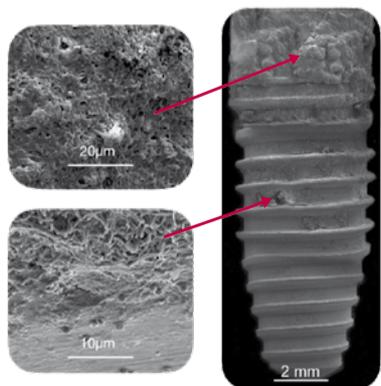
Implant maintenance care program

Proper monitoring and maintenance are essential to ensure the durability and health of a dental implant. Following the completion of the surgical and prosthetic procedures in implant therapy, it is imperative to inform the patient about how to carry out self-performed infection control procedures.

The long-term success of implants is fundamentally dependent upon both the patient's maintenance of effective home care and on the dental team's administration of professional prophylaxis procedures in the dental office^[10]. Professional infection control procedures are necessary to achieve long-term success of our implant treatments^[6] and include the removal of hard and soft bacterial deposits on implant and suprastructure components with scalers. Great care and caution should be practiced when cleaning the dental implant and the instruments to should ideally be capable of removing efficiently the bacterial deposits without altering the implant surface, the implant components and the surrounding tissues^{[7], [12]}.



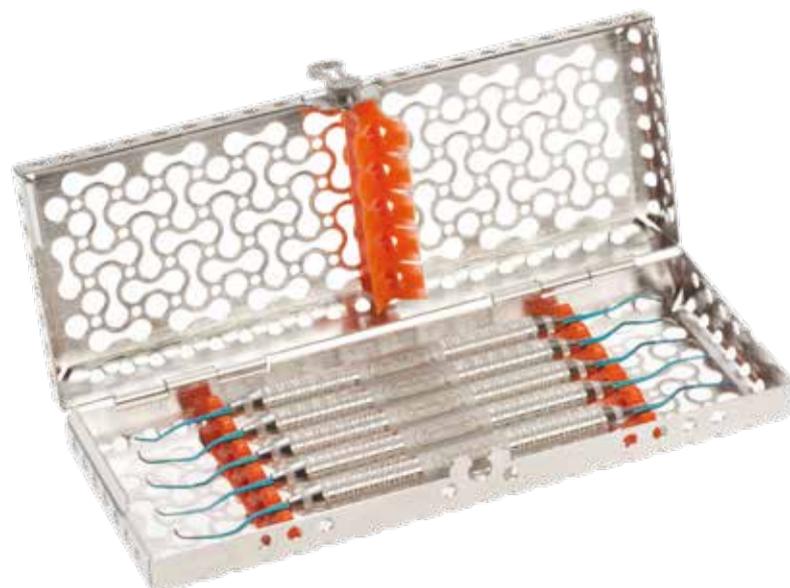
In this context, it is imperative to highlight that deep instrumentation, such as "subgingival debridement" that normally is performed around teeth, is not recommended in non-surgical treatment of peri-implant disease. The reason for this difference in strategy is related to the geometry of the implant device with its threaded part and other obstacles to access. The risk of causing injury to the inflamed tissues when performing "blind" instrumentation must be emphasized.



Debridement of implant surface

Hand curettes of different materials have been proposed as instruments for removing bacterial deposits of the supra- and subgingival peri-implant areas. Among these instruments, plastic, carbon fiber, stainless-steel and titanium curettes are included.

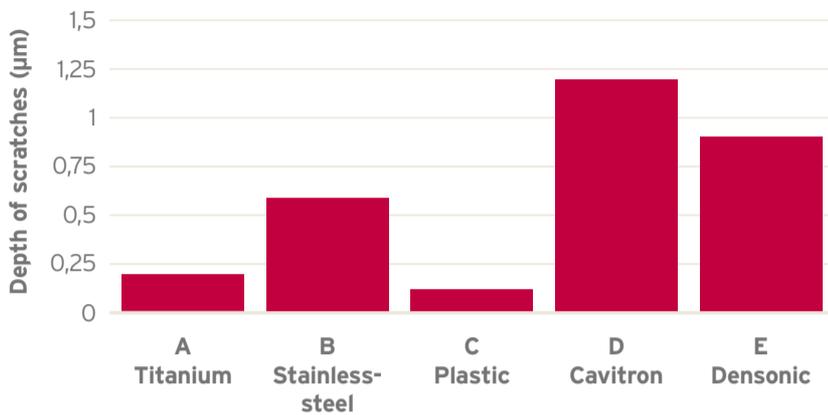
Some studies has been performed to evaluate these different materials regarding their cleaning efficacy and potential of alteration of the implant surface and prosthetic component, which could affect its biocompatibility, biofilm formation and therefore the implant longevity^{[3], [4], [8]}.



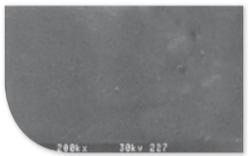


Effects of hand instruments on the implant surface

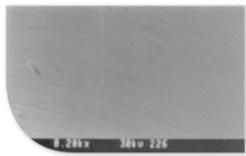
SEM investigation of instrumented titanium implant surface shows significantly less scratching caused by titanium currettes compared to other commonly used metal currettes and sonic insert [9].



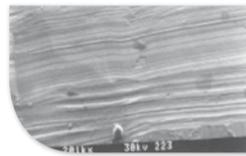
Average work traces and substance removal (←→) on implants and abutments after treatment with different instruments.



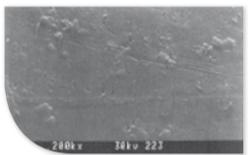
Control: untreated implant surface



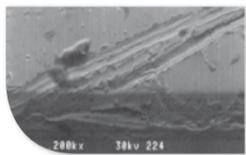
A: Implant surface treated with Titanium curette



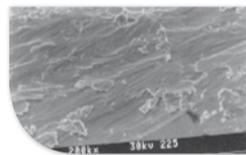
B: Implant surface treated with stainless-steel curette



C: Implant surface treated with plastic curette



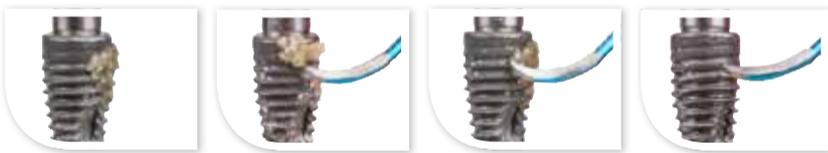
D: Implant surface treated with Cavitron ultrasonic scaler with universal insert.



E: Implant surface treated with Den sonic sonic scaler with universal tip.

Benefits of the titanium implant scalers

- Efficient removal of the bacterial deposits [11] [13].
- Gentle on titanium implant surfaces.
- Unlike plastic scalers, titanium scalers don't leave contaminants on the treated implant surface [8].



To avoid alteration or scratching of the implant's surface, the practitioner should use very light pressure, approximately 30 grams, during maintenance scaling procedures.

Hu-Friedy titanium implant scaler & currettes

The new Hu-Friedy Titanium Implant Scalers are expertly designed and manufactured for implant maintenance, debridement, biofilm removal and can be used both supra- and sub-gingival.

- Made from the same titanium alloy as implants and abutments, the working ends are gentler on these delicate surfaces than stainless steel.
- Optimized sharpness with cutting edges that are finely honed and sharpened post anodization process
- Improved visual acuity and enhanced contrast to the abutment surfaces with Hu-Friedy's signature teal-colored anodized titanium
- Increased instrument value with the ability to be sharpened at any time.

The new line of Titanium Implant instruments proposes a titanium sickle scaler (204SD) and a range of titanium currettes (1/2 Langer, Mini Five 1/2, 11/12, 13/14) with different shape and profile in order to address all kind of clinical situation.

When should Hu-Friedy titanium implant scaler and currettes be used?



During maintenance

During the maintenance visit, all surfaces that can accumulate deposits and harbor bacteria are cleaned, scaled and polished thoroughly. These surfaces include the prosthetic suprastructure, the prosthetic abutment-to-implant collar connection and some times implant body. Attention and care are required from the clinician during instrumentation and cleaning of these surfaces in order to prevent any damage of the delicate peri-implant biological seal. Upon insertion of the instrument, the blade will be

placed close against the abutment and then opened past the deposit. With a light pressure, a vertical, horizontal, semicircular or oblique stroke will then be applied to remove all hard and soft bacterial deposits. After removing bacterial plaque and calculus from the abutment or implant, the surface can be polished with rubber cups to prevent additional plaque accumulation [14].



During non-surgical treatment of peri-implant mucositis and initial peri-implantitis

All subjects who present any signs of peri-implant disease should be thoroughly informed about the disorder and instructed on how to carry out self-performed infection control. Whether the disease is

mucositis or peri-implantitis, the initial phase of therapy must always include professional infection control procedures. The main objective is to remove peri-implant biofilm and calculus with scalers or currettes, without altering the implant surface, with the goal of reestablishing a healthy peri-implant mucosa [5].



During surgical treatment of peri-implantitis

The treatment of peri-implantitis requires often but not always surgery.

The purpose of surgical therapy is to provide access for debridement and decontamination of the implant surface [1] [2]. Whenever possible, the supraconstructions are removed to facilitate the accessibility around the diseased implants. Following local anesthesia, full-thickness flaps are elevated on the buccal and lingual aspects of affected implants. Inflamed tissue is removed, and

titanium-implant currettes are used to remove hard deposits on implants. The implant surfaces are then decontaminated with saline for 2 min. Osseous recontouring is performed when indicated, and flaps are adjusted and closed with single interrupted sutures [1]. ■

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A GROWING PASSION FOR INNOVATION

NEW BLACK LINE SURGICAL COLLECTION



Surgical Black Line, six years later: a growing passion for innovation

Almost six years have passed since the initial launch of the innovative Hu-Friedy Black Line Surgical Collection. Its black coated instruments, designed and meticulously handcrafted to meet the always increasing clinicians' needs, have provided to our valued customers across the globe a new and reliable solution to enhance their performance in surgical procedures, by offering a variety of unique points of performance and clinical benefits. Six years after and always with a future-oriented vision and approach towards innovation, Hu-Friedy is proud to continue investing in this request of precision, control and handling, always with the focus on the patient satisfaction, by extending and enriching its Black Line Surgical portfolio.

New solutions for the ever advancing clinical needs

The New Hu-Friedy Black Line now aids clinicians by providing efficiency and performance across a wider range of clinical applications - implant and periodontal surgery, micro surgery, atraumatic extractions and tunneling techniques.

*"The inclusion of a wider line of products utilizing the performance engineered coating is crucial in bringing a greater advantage to the professional and enhancing their work." - shares **Francesco Merlettini**, EMEA Surgical Product Manager - "We were asked about possible additions to the line in the future, which clearly meant that the value and advantages offered through the Black Line concept were deemed successful and beneficial by our audience. We are now happy and proud to share that the family is growing. What better time than IDS to announce this product line extension?"*

The original portfolio included selection of periosteals, periodontal knives, periostomes, luxating elevators, surgical curettes, bone chisels, sinus lift

instruments and Super-Cut scissors, and has now expanded and added additional categories, like Luxating Hybrids, syndesmotomes and retractors, all improved by the innovative performance engineered coating.

A wide range of benefits to perform at your best and in the best conditions

Why are Hu-Friedy Black Line instruments your perfect choice? The matte finish handle reduces glare when the oral cavity is brightly illuminated and the performance engineered coating guarantees an excellent contrast against the gingival tissue and can be distinguished clearly at all times, enhancing control and precision during the tunneling and microsurgical techniques of intervention.

Moreover, due to the special surface performance engineered coating, the working tips remain hard and smooth for optimized edge retention. Try our expanded collection and experience a higher level in surgical treatments. ■



KEY OPINION LEADER TESTIMONIALS

Hu-Friedy is enthusiastic and proud to share how much the quality, features and the clinical advantages of the Black Line instruments are appreciated and recognized among our Key Opinion Leaders, who have been enjoying working with them since their initial launch and who are providing us a precious support in delivering a genuine message of value. *"I love the Black Line instruments - share Dr. Istvan Urban, whose famous "Mini Me" is now also available in the black version - and in addition to their perfect quality the are super cool."*



Tunneling technique

"Hu-Friedy's surgical instruments are simply the best. They have been an innovator in instrument design and have maintained a reputation for providing the highest quality instruments for discriminating dentists for decades." *Dr. Edward P. Allen*



Micro surgery

"SwissPerio Black Line instruments are the only ones that completely fulfil my expectations to visual perception and sensation during periodontal surgical interventions due to better vision and spatial orientation as well as improved cognition in periodontal and implant surgery " *Dr. Rino Burkhardt*



Atraumatic extraction

"The black, mate and non-reflective working ends ensure better visual acuity and reduce vision discomfort making surgeries less challenging. Black Line instruments are also very efficient and well designed, their engineered coating allow better control and precision through their prolonged edge retention and enhanced lubricity, giving the surgeon a "new instrument feeling" at every surgery." *Dr. Christian Makary*



Periodontal surgery

"I love to work with the Black Line instruments! I like the design, the precision and the balance in my hands. Since I introduced them in my everyday practice the work flows much smoother due to reduced light reflection. I like above all the visibility while using this instruments during the tunneling procedures." *Dr. Giulio Rasperini*



Implant surgery

"At immediate implant placement after extraction, filling the buccal gap with a biomaterial can significantly improve the long-term esthetic success. The special concave design of these pluggers highly facilitates and improves the precise placing of the chosen material." *Dr. Eric Rompen*





NO MATTER HOW FAST THE DENTAL INDUSTRY CHANGES

Hu-Friedy is always by your side

Do you know the benefits of purchasing a Hu-Friedy instrument?

IDS 2019 is a great opportunity for Hu-Friedy to showcase new digital tools, state-of-the-art instruments, set-ups, our new user-friendly European website and even a robot that allows those stopping by an opportunity to get up close and personal with our newly launched products. Innovation and cutting edge technology have always been a strength of ours and now more than ever, we are #HFCloserToYou.

All services provided by Hu-Friedy are managed by dedicated people with the purpose of assisting dental professionals every day in determining the best solutions for their practices.

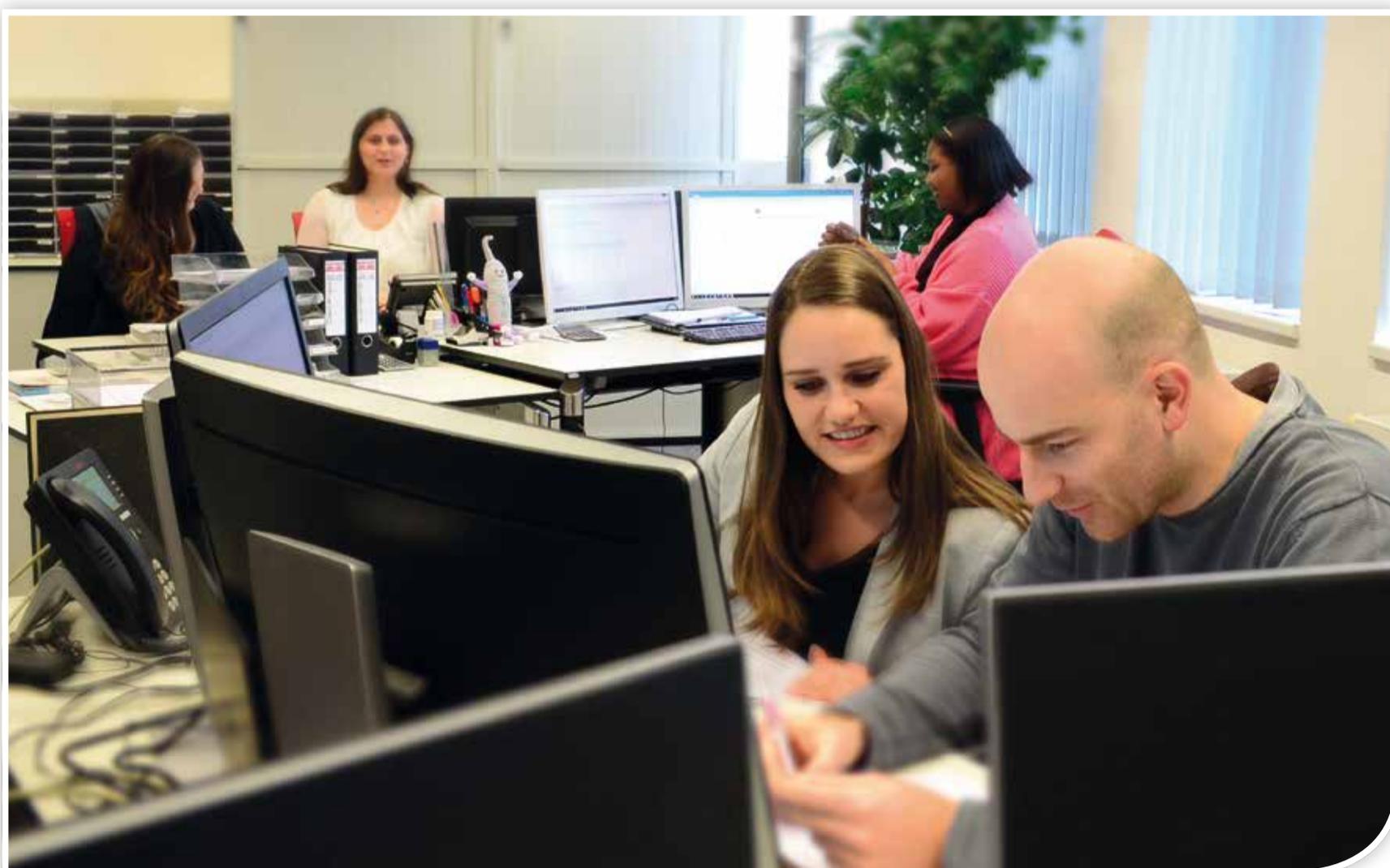
Technology could never replace real people and their ability to listen carefully to a clinician's needs and adapt to the different situations in order to support dentists in their mission of delivering the best dental treatments to their patients.

With corporate offices in Germany and Italy and a widespread commercial presence all over Europe, Middle East and Africa, our Sales team and Country Managers visit more than 500 dental practices every day, offering initial

consultations, evaluating agreed upon office enhancements and also overseeing the changes post implementation.

Hu-Friedy showrooms in our Milan and Frankfurt offices display a range of products available for on-site visits. Allowing clinicians the opportunity for a hands-on experience with our instruments and a one-on-one conversation with one of our many product specialists. For example, on more than one occasion, groups of dentists from different areas of Russia have visited Hu-Friedy for an on-site expert consultation, showroom visit and tours of local offices that have already implemented Hu-Friedy solutions into their daily work routine.

#HFCloserToYou



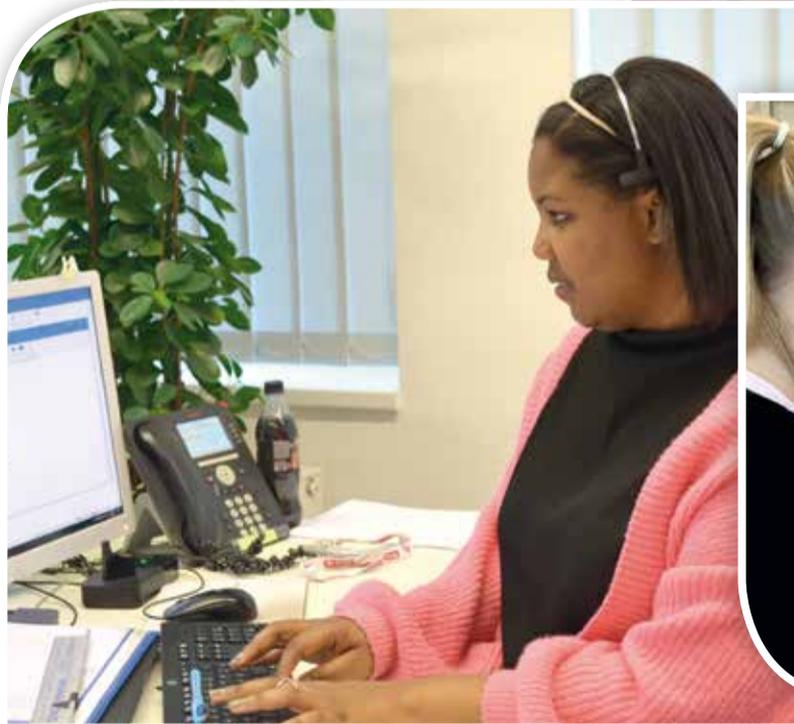


"I am not a robot"

A key role in our mission to be #HFCloserToYou is played by our Customer Care team, who is committed in delivering the most efficient assistance to dental professionals on a daily basis. They not only place the orders, but they represent the first point of contact with the customers and are able to quickly identify the process for delivering the appropriate service the company offers, such as specific support from Product Management, Technical Service and Distribution. Covering more than ten languages, dozens of countries and their respective cultures, the Hu-Friedy Customer Care team looks after customers from all EMEA regions to best ensure their satisfaction and user experience.



In addition, Hu-Friedy has an on-site group of skilled technicians ready to handle instrument repairs. The Technical Care Service Team possesses over 50 years of combined instrument knowledge and can manage a wide range of repairs and refurbishing needs. To extend the performance of instrument life, services include: sharpening, repairing, refurbishing, polishing, consultancy and even laser marking for clinicians that want their instruments or IMS cassettes labeled with their name or dental studio brand. Working closely with the people involved in the industry, such as key opinion leaders, specialists, private practitioners, universities and educators, has allowed us to fully understand the evolving needs of dental professionals and to consistently offer a full range of services. ■



Come and visit us at our booth **HALL 10.1 - STAND D-040-E-041**
to meet the Hu-Friedy team **#HFCloserToYou.**



IMS STORIES

IT'S MORE THAN 30 YEARS OLD, BUT IT DOESN'T SHOW IT

Doctors from all over the world benefit every day from using Hu-Friedy's Instrument Management System.

Here are some of their personal experiences and advice on the best time to implement the IMS system within a practice.

“Thanks to the IMS solution, we are able to guarantee a high standard of hygiene and safety for our patients by significantly reducing the risk of cross-infections”

Dr. Carlo Poggio (Italy)

WHY STILL USING THE IMS SOLUTION AFTER 20 YEARS?

Dr. Carlo Poggio, an Italian prosthodontist whose 20-year clinic is located in the heart of Milan with a splendid view over Duomo cathedral, ensures a high quality of his dental performances thanks to a multidisciplinary dental approach towards patients with complex dental complications. He decided to implement the IMS solution by Hu-Friedy in early 2000s and still benefits from this system.

"At that time the sterilization area wasn't located in the center of the clinic yet, and the assistants wasted a lot of time opening the drawers looking for the right tool for every single procedure" - says Dr. Poggio - "As soon as we implemented the IMS system by Hu-Friedy, the results were immediately tangible: more organization between one procedure and another, more efficiency in the clinic, considerable time saving and improved safety and infection control for both clinicians and patients".

In Studio Poggio, what is most appreciated by the patients is the attention for the cleaning and sterilization procedures, as well as the presentation at the chairside of Hu-Friedy cassettes still packed, sterilized, organized and set-up by procedure.

The dental assistants of the clinic with different levels of experience, thanks to specific trainings about the importance of infection control and the use of the IMS System, are able to embrace this concept with ease and above all, by using standardized protocols, they are aware of doing their job in a professional manner, guaranteeing the efficiency of Studio Poggio. ■



Dr. Oliver Schäfer (Germany)

THE IMPORTANCE OF ORGANIZATION IN A DENTAL CLINIC: THE INSTRUMENT MANAGEMENT SYSTEM BY HU-FRIEDY

"I have been running this clinic with my brother Attila for 28 years now" - says Dr. Oliver Schäfer - "a very long time in which we refurbished it more than once, in order to be constantly updated with the new technologies". Doctors who were working in the clinic started to notice that every time they had to change the consulting room for a reason, they were not instantly prepared with the needed equipment in the other room and this was a waste of time for everybody. For this reason, they decided to implement the Instrument Management System by Hu-Friedy.

"In order to do the best implementation for us, we listed all the instruments and materials that we actually use for each treatment" - affirmed Dr. Attila Schäfer. "We decided then to sort out everything that we have not used for a long time."

Since Drs. Schäfer implemented the Infinity Cassettes by Hu-Friedy, the workflow of the clinic is finally organized and efficient as the doctors wished. *"With the Infinity Cassettes by Hu-Friedy, finally everything is at hand" - say the doctors - "and now it doesn't matter in which room of the clinic we treat our patients as long as we have the cassettes set-up. We no longer waste time looking for an instrument in the drawers or even the consumables: with the IMS Tubs by Hu-Friedy, we collect everything necessary for a certain procedure and we easily identify the different set-ups thanks to the colour coding of both cassettes and tubs. Since all the consumables are recorded in the tubs, inventory stocking and subsequent reordering have also been simplified."* ■

“With the Infinity Cassettes by Hu-Friedy, finally everything is at hand and now it doesn't matter in which room of the clinic we treat our patients as long as we have the cassettes already set-up by procedure”



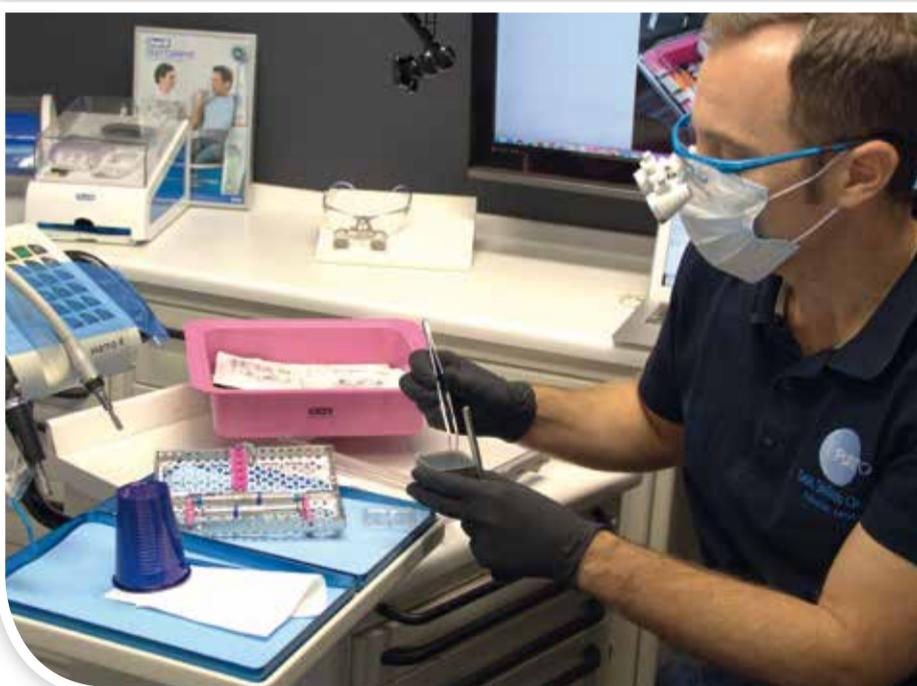
Dr. Guillaume Gardon-Mollard
(France)

WORK WELL AND EFFICIENTLY WITH THE INSTRUMENT MANAGEMENT SYSTEM BY HU-FRIEDY

"I was first interested in implementing the IMS System by Hu-Friedy because all my colleagues recommended it." - says Dr. Guillaume Gardon-Mollard, from Tours, France. "Of course, the implementation requires a small initial effort since it needs to be carefully planned with all the materials needed for its realization, but

Hu-Friedy supported me throughout the entire process and with the follow-up as well."
Dr. Gardon-Mollard explains how Hu-Friedy Instrument Management System has completely changed and improved the workflow in his dental practice and how, since when he implemented it, he can't work without standardized protocols anymore. Even his assistants have noticed the increased efficiency and improved safety that the IMS solution involves. *"With the IMS solution there's no need to rush looking for a spare instrument in the drawers because everything is at hand in cassettes in which the instruments don't touch with each other thanks to the silicone rails and this allows cleaning, disinfection and the sterilization of instruments at an optimal level"* - says Marion, assistant of the clinic. *"Moreover, the risk of sharp injuries or that the instruments perforate the sterilization pouches is much reduced by using the cassettes"*. According to Dr. Gardon-Mollard, once the trays and the cassettes are set-up, it takes only a few days to appreciate the incredible comfort that the IMS solution provides. ■

“There's no need to open and close the drawers dozens of times per day anymore. It's impossible now to do my job at best without the IMS solution!”



Want to evaluate your understanding of infection control best practices?

Discover it with the Hu-Friedy experts through a free consultation at your clinic or come visit us at our booth.

IMS Tubs and Cassettes, the perfect match

MEET THE HYGIENIST with *Stefano Checchi*

Founded in 2015 by doctors Silvia Fasoglio and Stefano Checchi, IL PUNTO is a Professional Dental Hygiene and Prevention clinic in the heart of Turin, Italy. The primary objective of the clinic is taking care of the patients by offering excellent performances in order to support them through courses of education and motivation for oral health and to pursue the most ambitious goal: dental prevention. In order to achieve their dream, Silvia and Stefano chose the best solution for their practice.

"We chose to work with Hu-Friedy and implement the Instrument Management System in the first place because this solution allows us to be more efficient and organized" - says Stefano. *"Most of all, we wanted to pay more attention to our patients, other than being focused on the clinical procedure itself, so we needed to do something revolutionary for our clinic"*.

The two doctors decided to start with the implementation of Hu-Friedy cassettes, already set-up with the instruments they chose for every single procedure in advance, codified by the color rail system that ensure the instruments don't touch each other and are securely held in the cassette. Later on, Silvia and Stefano found it very useful to upgrade the system by using Hu-Friedy Tubs.

"Since the beginning we found the IMS system very useful for us because we put the instruments inside the cassette and then all the consumables inside the correspondent tub, matched with the same color, and this is a unique solution" - says Silvia. *"This gives us the opportunity to work in a more practical and efficient manner"*.

"The tub is simply fantastic, it's a way to store all the consumables at once" - affirms Stefano. *"The system is very simple, you open the cover of the tub and you have everything you need for the procedure at hand. You don't need to always look for a component in the drawers and waste a lot of useful time"*.

The doctors prefer working with tubs not only for better organization of the work, but also for the prevention of the proliferation of bacteria inside them, in fact an antimicrobial protection is integrated into the material that the tub is composed of. In the last years, Silvia and Stefano noticed that during a daily work they need to evaluate and analyze many different treatments they normally perform in the dental office. For this reason, they adopted an even more organized system of tubs and cassettes.

"The next step was to differentiate all the procedures, from the most advanced periodontal therapies, to the esthetics treatments with the application of jewelry on the teeth, all by identifying them with the matched colors of tubs and cassettes" - says Stefano.



“Since we don't have dental assistants, time and organization are everything for us and with the combination of tubs and cassettes we really have everything we need.”





SOLUTIONS PARTNERSHIP
VALUE VALUE

STRATEGIC SOLUTIONS FOR STRATEGIC MARKETS

As one of the world's leading dental instrument and product companies Hu-Friedy continues its commitment to partner with Institutions, Universities, Hospitals and Dental Chains.

Hu-Friedy offers a wide portfolio of over 10,000 products, offering to Institutions, Group Practices the right solutions at the right price. With our team of knowledgeable experts, you can rely on us to help take care of your business. The care of the customer investment, Safety, Professional Education and 360° support are pillars of the Hu-Friedy Strategic Markets Program that involves KOLs, International experts, workshops, Hands-on, technical service and consultancy. The continued collaboration between Hu-Friedy, dealer partners, and our customers creates a value chain allowing for best patient care.

Institutions

Hu-Friedy stands behind quality products and excellent service. We understand the need to implement tailored programs on time and within budget for the various Institutions we support, including hospitals, government, and military.

DSO

Group practices rely on Hu-Friedy now more than ever. As the number of group practices grow, Hu-Friedy is there to help them realize efficiencies and productivity gains through our unique solutions and personalized attention.

Why choose Hu-Friedy?

Hu-Friedy believes in building strong relationships and providing an over-arching value to our business partner's life and the lives of those who are affected by their decisions. We offer quality solutions in products, efficiency, safety, compliance and services.



Hu-Friedy Partner Benefits:

- **On-site Products Presentation**
- **Pre-set kitting based on clinical needs**
- **Continuing Education:**
 1. Live Webinars
 2. Non-Surgical Instrument Sharpening Course:
 - _ Hand Sharpening-Clock Method
 - _ Automated Sharpening Device-Sidekick
 3. Armamentarium for Burnished Calculus Management:
 - _ Basic instrumentation for non-surgical maintenance therapy
 - _ Advanced instrumentation for non-surgical periodontal therapy
 - _ Hand instrumentation for implants and prosthetic surfaces
 4. Infection Control Course, strategies to assist in maximizing efficiency and safety in the dental practice:
 - _ Introduction and Principles of Infection Control
 - _ Personal Hygiene & Personal Protective Equipment (PPE)
 - _ Reprocessing of Dental Instruments
 - _ Environmental Cleaning
- **IMS Check-Up**
- **Instrument Assessment Consultations**
- **Technical Service and Repair:**
 1. Sharpening
 2. Re-serrating
 3. Joint Realignment
 4. Carbide Insert Replacement

Riccardo Lepre says

"We developed a specific program to support our customers. To be a partner means having a total cooperation to work together resulting in a win-win relationship. For Hu-Friedy is crucial to offer a wide range of services based on Safety workflow environment, Education, Technical support and Consultancy in order to maximize the customer's investment. Let's get started on the future of best patient care. Smile After Smile!" ■



To know more about our dedicated program for the Strategic Markets visit the dedicated page on our site.





PROFESSIONAL EDUCATION

Hu-Friedy strives to inspire performance and improve the quality of dental care by uniting and supporting dental professionals worldwide. Through Professional Education Courses, instructional videos, hands-on opportunities, webinars and additional materials, we provide the necessary skills and tools to keep professionals, students, associations and Institutions performing at their best.

Our goal is to be the best partner and not simply a supplier in the dental world but rather offering the Hu-Friedy Valued Experience

Education is one of the most important pillars of the Hu-Friedy Global vision.

Riccardo Lepre says

"Educational activities are one of the main focuses of the University and Special Markets Programs. We support students, Faculties and Institutions with hands-on workshops focused on various topics and continue to expand this offering on a regular basis. Our educational programs help differentiate Hu-Friedy from other companies by the added value they represent. Our total commitment to be a reliable Partner!"

Our Educational platform has been developed in cooperation with our KOLs in order to reach students and dentists aiming to improve their professional growth and keeping them informed on dental sector innovations. Thanks to our colleagues we have improved our position in the market by offering courses, training sessions, workshops and hands-on experiences.

Giana Spasic says

"Hu-Friedy is supporting, more than ever, the new generation of Opinion Leaders and is adapting to a huge number of demanding schools and educational institutes all over the world. The future of dentistry depends on the production of educationally qualified, culturally competent, and ethical dentists who are grounded in expert technical skills and have medical knowledge. Therefore we continue investing 360° to make sure we are building the future with those customers."



We add value through community interaction by sharing knowledge.

Over the years we increased the number of educational opportunities throughout Europe and the Middle East because we found a huge interest and appreciation for our programs. We offer hygiene and sharpening workshops, sessions on infection control and our Instrument Management System and many more dental specialties such as surgical, implantology, periodontology and restorative. We plan on increasing the range and number of workshops to enhance the skills learning opportunity: public speaking for the future lecturers is just an example.



Consolata Pejrone says

"As a clinical Trainer and lecturer within the educational program of Hu-Friedy, I always see the deep interest of all attendees in the new techniques and latest technologies that can't be learned by textbooks, internet nor at dental exhibitions. I still perceive a strong need of all the students to be part of a community throughout the world that wants to connect and grow together. The most exciting and fulfilling outcome I have had in any country I have visited and in any college I was invited, was the craving to learn well, to learn fast and to share clinical experiences, which, from my point of view, has no better value for any clinician that want to give his/her commitment to the dental profession!"

Different customers, different needs, same Hu-Friedy commitment

Hu-Friedy is committed to inspiring performance by uniting and educating dental professionals worldwide, which is why we are pleased to offer a different assortment of courses based on your needs that will help you perform at your best. All courses feature a renowned industry expert who specializes in that specific course topic.

- Sharpening courses;
- Support for dental clinics through product presentations;
- Hygiene workshops to students done with the support of Dr. Consolata Pejrone;
- Surgical workshops dedicated to post graduates and master class covering the most updated clinical topics supporting international speakers;
- Anna Busia, Hu-Friedy Senior Manager and Education Development, leads Instrument Management System and infection control sessions reaching the Ministry of Health, Universities and DSOs in many Countries.

IMS & Infection Control Education

Hu-Friedy provides breakthrough resources to help dental professionals stay on top of infection control standards to protect the safety of their patients and staff and avoid violations that can jeopardize their practices.

According to a third-party survey commissioned by Hu-Friedy, many practices have infection prevention programs that are not fully compliant. For example, 66% of dental practices are not compliant in their use of sterilization monitors, 36% transport contaminated instruments on loose trays, and 29% hand scrub instruments. However, in that same survey, 99% of respondents felt their infection prevention programs are effective. This lack of knowledge on compliance puts patients, staff, and practices at risk.

Through Instrument Management and Infection Control Education Courses, along with instructional videos and materials, we provide dental professionals in Europe and the Middle East with necessary skills and tools to help them assess, improve and maintain all their compliance obligations. ■



HU-FRIEDY
PROGRAMS

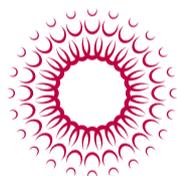


HU-FRIEDY
UNIVERSITY PROGRAM

IN HU-FRIEDY WE BELIEVE THE UNIVERSITY WORLD REPRESENTS THE FUTURE OF THE DENTAL SECTOR

That's why we decided to make an important investment creating our dedicated Hu-Friedy University Program, developed to establish a direct connection between students, Universities, Institutions and our Company.

Our main goal is to promote a high level of **support for students and faculties**, providing them with innovative products and solutions throughout their careers. Furthermore, we really think that behind an important project and a study path there is always a **person** or a group of individuals who have the same mission but different experiences and backgrounds. What makes the Hu-Friedy University Program stand out from any other company program, is the importance we give to the strength of the relationship between individuals and our dedicated team. Each student, tutor or professor will have a direct contact with us as a member of Hu-Friedy University Program and can count on our support from the beginning till the end of his or her professional growth. Thanks to this tool, each member can share their personal and professional experiences with the Community. When developing the University Program we thought about how we can grow closer to students and guide them in their career path.



EASY ACCESS TO HU-FRIEDY WORLD

Initially, we want to provide students with an exclusive opportunity to experience Hu-Friedy instruments with special purchasing conditions, along with unparalleled support from our Technical Care Center when making decisions on what options work best for them.



PROFESSIONAL EDUCATION

No matter is a member is a student, tutor or a professor all participants of HFUP have access to benefits specifically designed for enhancing their learning experience.



The most important of these advantages is the opportunity to organize workshops, hands-on and trainings using Hu-Friedy loaner kits.

Our experience along with the precious commitment of our Key Opinion Leaders have enabled us to create 250 kits worth of training stock including different setups to help cover the needs of various practice types. We also offer expert support as speakers for non surgical instrumentation, sharpening, IMS, suture courses and much more.



NETWORKING AND COMMUNITY

This continues to be the heart of the Hu-Friedy University Program concept. A dedicated website with a private area that gives members the ability to easily reach Hu-Friedy product portfolio, exclusive educational content and webinars, our growing social media platforms and more.

We continue developing an online and offline community, based on content sharing event opportunities, professional meetings and entertainment activities that will be the bridge between the HFUP members and our team!



WHAT'S NEW?

From January 2019, **Giulia Gennaro**, an active member of the Hu-Friedy team for years, started her role of University Program Coordinator EMEA as 2019.

"I really believe that students are the future of our company and, besides sharing our experience, we can also learn a lot from them. My personal objective is to guarantee the same level of support for all the different study paths in terms of professional growth but also in terms of a concrete relationship with us! Let's be all together the pioneers of a new vision in dental sector!" ■



Visit University Program site:

universityprogram.hu-friedy.eu



SOCIAL RESPONSIBILITY AISO FOR MADAGASCAR WITH HU-FRIEDY SUPPORTS



Interview with:
Vincenzo Crupi,
Dental student at
University of Cagliari,
AISO Editor 2015-2018,
Team Leader of "AISO
for Madagascar"



Vincenzo, we are proud to have your testimonial on this very important project. In order to better understand our relationship, could you please describe our collaboration with AISO and your personal experience with Hu-Friedy?

It is a pleasure for me to talk about the collaboration that keeps AISO and Hu-Friedy together because I personally believe that this is one of the most important partnerships that our association has. It's many years that Hu-Friedy works alongside our students, providing them with the opportunity to take part in several events, throughout the year, all over Italy. These events aim to merge students to the clinical world of dentistry. In addition to this educational side, Hu-Friedy is our main partner for dental instruments, allowing dental students to have access to the world's most renowned products at a very affordable price, leading the future generation of dentists to work with the highest quality equipment possible. Beside all of this, Hu-Friedy has always been a great friend of AISO ensuring us full support in all of our projects. An example would be our last project, which brought us to the other side of the world, allowing us to bring dental care to the people of Madagascar.

Could you tell us how the idea to go to Madagascar was conceived and how it was developed?

It is actually a very interesting story that brought us to Madagascar: AISO has always been working with worldwide organizations to develop humanitarian projects. This time we have been directly in contact with an Italian non-profit organization, called "Amici di Ampasilava". They were looking for young dentists willing to experience some work abroad in a totally different way of practicing dentistry. Personally, this idea inspired me so much and I definitely wanted to do it! This was actually the first time that our association was building ambitious project so far away from our homeland. I must say that this project would not have been possible without the help of my friend and colleague Claudia, that travelled with me to Madagascar. Together we organized this

trip, led a group of 4 people including us, to deliver cures and treatments to the village of Andavadoaka. After the team was gathered and everything had been set, we just needed to find a way to finance our project; and this is where Hu-Friedy came in help! Thanks to the generosity of several sponsors and of many small donations, we managed to cover part of the cost of the trip and to collect a big quantity of instruments and dental supplies that we then used during our humanitarian action.

We really want to hear all the details of your experience. What was it like onsite?

The hospital we worked at is based in Andavadoaka, a small village situated 170 km north of Tulear, the only way to get there is driving, the only road reaching there is a path of sand and dirt that runs along the Mozambique Channel. The population is around 1000 people, and as soon as you get there you can feel the affection and kindness of the locals. Everyone is constantly smiling and welcoming you. The atmosphere in the hospital can be messy but also really satisfying.

Someone comes there for a check-up, someone need medicaments for pain control, some have a specialist appointment, just like our patients did; and others just come there to spend their time in what each day becomes the center of the village



social life. The patients that visit the hospital can benefit from emergency medical care 24/7. The structure depends on the volunteers' activity and presence under the supervision and organization of the Italian non-profit "Amici di Ampasilava", which always has some residents in the structure to link Italian volunteers to Malagasy populations.

You've been an incredible group of superheroes! How many patients did you treat during your stay? What difficulties did you encounter?

Thank you! We really did feel like superheroes at times. We happened to face situations that will unlikely happen in our daily life. The greatest adversity was the language, it is actually very difficult to dialogue without the help of an

interpreter. So, you can imagine how difficult it can get when trying to understand a patient that can hardly expressed his symptoms and his feelings, having no x-rays or clinical history, just relying on the ability of the interpreter to understand what the patient is trying to communicate and translating that into a language that he just knows the basics of. Luckily, in the end, we managed to successfully deal with all of the cases that were thrown our way. In the two weeks spent at Hopitaly Vezo, we actually visited about 500 patients and treated almost 100% of them. Some of the cases needed extra time or long treatment plans, that have been posted to the next dental practitioners visiting the hospital.

I am really proud to say that this adventure has turned out to be one of the most rewarding and transformational experiences I have ever had. My initial motivations to volunteer in Africa came from a deep desire to help people, as I wanted make others' lives better. In the end, not only did I improve others' lives, but also my own.



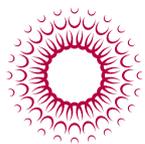
We really admired your commitment and courage! It's been a pleasure for us to support you in such a selfless and charitable endeavor. Well done! We want to wish you and all like-minded young professionals the best in your career. Thank you for taking the time to sit down and answer questions on this important initiative and we look forward to your future adventures.

Thanks you and most of all thanks for supporting our project and giving us the opportunity to bring a healthy smile to those who need it. I am sure that AISO and Hu-Friedy together will continue making dreams come true. ■



To know more about our Social Responsibility visit the dedicated page on our site.

AISO, Italian Dental Students Association, is the only legally recognized non-profit association in Italy that represents all the students studying dentistry in Italian universities. The primary goals of the association are to guarantee the students' rights, to offer cultural education and to promote international exchanges; however, for years they have been active in humanitarian works and committed in volunteer activities worldwide. The association, which is composed and led entirely by students, thrives thanks to donations and support from various partners. Since 1983, this support has helped make AISO a key aspect of the university life of the future Italian dentists.



TECHNICAL CARE CENTER

EXTENDING INSTRUMENT LIFE PERFORMANCE



DEDICATED CRAFTSMANSHIP

A full set of services to maximise your instrument life and extend its performance

Sharpening A sharp instrument ensures successful outcomes, less fatigue and increases patient comfort.

Repairing Managed by a team of renowned technical experts to deliver timely repairs and reconditioning.

Refurbishing We aim to get your device or instrument back in your hands fast, in as close to 'new' condition as possible.

Polishing Polishing is the collection of high technology driven processes aiming at finishing instruments surfaces to improve their aesthetic quality.

Laser Marking Want your instruments or IMS Cassettes to be labeled with your name or your dental studio brand? We can do that.

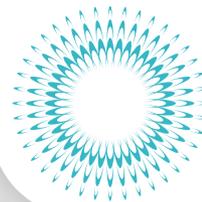
Consultancy Tailored consultancy dedicated to your needs, capable of suggesting the best way to be the most effective with your instruments.



FRANKFURT
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TECHNICAL CARE CENTER EMEA

SURGICAL



NEW BLACK LINE SURGICAL COLLECTION

The New Black Line surgical collection is aimed to cover a wider range of surgical procedures.

With the intention of meeting the always increasing need and request of precision, control and handling, Hu-Friedy is proud to announce the launch of the new Black Line surgical collection. Allowing professional the opportunity to tackle even the most advanced surgical procedure with the confidence they need to be successful.

The New Black Line surgical collection offers an extension of products to the already robust portfolio of surgical instruments, to aid in implant and periodontal surgeries, atraumatic extractions, tunneling techniques and microsurgical procedures.

Visit us online at hu-friedy.eu

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Customer Care Department: Free Phone 00800 48 37 43 39 | Free Fax 00800 48 37 43 40
Website: Hu-Friedy.eu

How the best perform





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How the best perform



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