

More than creating smiles.  
Restoring confidence.

# More than creating smiles. Restoring confidence.

Straumann is committed to being your global partner of choice for premium tooth replacement solutions.

We are a global leader in implant, restorative and regenerative dentistry. In collaboration with leading clinics, research institutes and universities, Straumann conducts research, develops and manufactures dental implants, instruments, prosthetics, tissue and bone regeneration biomaterials for use in tooth replacement and restoration, or to prevent tooth loss.

Technological advancements are changing dentistry fundamentally. Straumann offers a broad range of products and solutions for both

conventional treatment and digital workflows including guided surgery, intra-oral scanning and CAD/CAM restorations.

We share your passion for quality and desire to achieve the best patient outcomes. Groundbreaking and evidence-based innovations are not the only reasons why you can enjoy peace of mind with us. Our highly skilled and motivated team has more than 60 years of experience in business partnering, training and education, and is dedicated to providing global support.





## FACTS AND FIGURES

- Headquarters: Basel, Switzerland (SIX: STMN)
- Founded in 1954, with the introduction of the first one-stage dental implant in 1974
- “Made in Switzerland” (engineering and implant production)
- More than 35 years of clinical evidence with over 100 scientific publications per year that meet the highest standards of research
- The Straumann group currently employs approximately 3,400 people worldwide and its products and services are available in more than 70 countries through its broad network of distribution subsidiaries and partners\*
- Six production sites for implants, biomaterials and CAD/CAM in Europe, the United States and Japan
- More than 15 million implants placed worldwide\*

\*As of November 2015.

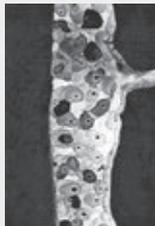
# An impressive heritage built on strong values.

## Milestones in implant dentistry and oral tissue regeneration

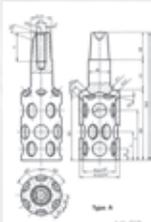


**1954**  
Founding of the Dr. Ing. R. Straumann AG Research Institute (preliminary activities in the 1930s and 1940s).

**1960s**  
Development of internal fixation implants and research on the surgical treatment of bone fractures.

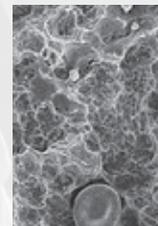


**1974**  
Launch of the world's first one-stage implant by Straumann.

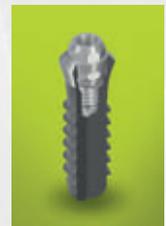


**1980**  
Establishment of the partnership with the International Team for Implantology (ITI).

**1986**  
The Morse taper connection for uniform load distribution and reliable implant-abutment connections.



**1997**  
SLA®, the pioneering surface technology, cuts healing time in half!



**1999**  
The synOcta® Prosthetic System provides a new level of flexibility in prosthetics.



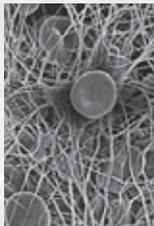
Based on a tradition of “simply doing more”, our ambitious principles have made us what we are today – a company with an impressive heritage and a great quality brand. Our customer-focused culture is built on curiosity, agility, ingenuity, trust and collaboration. We have a passion for uncompromising quality, backed by scientific evidence to facilitate the best patient outcome.

For over six decades, Straumann has made a decisive contribution to progress in dental implantology through pioneering innovation, that redefines the boundaries of possibility for dental professionals and patients. Today the journey continues, and it’s now more exciting than ever.

2003  
**Straumann® Emdogain®** – a unique solution for oral tissue regeneration.



2005  
The **SLActive®** surface technology further improves on the healing time and osseointegration of SLA®. Launch of **Straumann® BoneCeramic™**.



2007  
Acquisition of **etkon**, a German leader in CAD/CAM tooth restoration. Launch of the **Straumann® Bone Level Implant**.



2013  
**Roxolid®**, the high-strength implant material, sets new standards by broadening treatment options.



2014  
**Straumann® PURE Ceramic Implant** – the high-end esthetic solution that makes the difference.



2015  
**Straumann® Bone Level Tapered Implant** – the new tapered standard.



Your confidence.

Supported by scientific evidence.

It's about your peace of mind, and the reputation of your practice or lab. Your trust in us is based on scientific evidence. That's why, since our foundation, Straumann's research teams have closely collaborated with leading clinics, research institutes and universities worldwide in the accumulation of compelling scientific data that provides validation for our products, which deliver exceptional standards of quality.





Our scientific heritage is envied by our competitors and highly regarded by our customers. Our commitment to scientific evidence is demonstrated by the extent of publicly available, evidence-based data on our products and solutions. Every year, more than a hundred peer-reviewed publications validate the performance of our products. Long-term studies on more than 600 patients have validated survival rates of 97 – 99% of our implant systems over a 10-year period.<sup>2-5</sup>

Most recently, impressive outcomes were reported by a peer-reviewed publication confirming Straumann's outstanding position in the field<sup>6,7</sup>. This is extremely relevant for dentists and patients who want to choose an implant system that is strongly supported by clinical evidence.

#### THE ITI – A STRONG SCIENTIFIC NETWORK

For more than 30 years, Straumann has enjoyed a close and fruitful relationship with its independent scientific partner, the International Team for Implantology (ITI). The ITI is the largest international academic organization in implant dentistry and related tissue regeneration – a driving force in education and the dissemination of knowledge in this field, focusing on the development of well-documented, evidence-based treatment guidelines and the consolidation of long-term data. More than 16,000 members from all over the world participate in ITI activities and engage in social networking and the professional exchange of their skills and expertise.



**STRAUMANN IS UNWAVERING IN ITS COMMITMENT TO EVIDENCE-BASED DENTISTRY, PROVIDING CUSTOMERS AND PATIENTS WITH RELIABILITY, QUALITY AND PEACE OF MIND.**

# Roxidid® and SLActive®

Every innovation a new industry benchmark.

Straumann has pioneered many groundbreaking technologies, while consistently raising the bar to set new industry standards. Roxolid® and SLActive® are just two of these clinically documented technologies that provide benefits for clinicians and patients through faster and less-invasive treatments for excellent clinical results.<sup>8</sup>

## MORE THAN SOLID – ROXOLID® REDUCING INVASIVENESS.

Roxidid® was specifically designed by Straumann for implant dentistry. It is an extremely strong, high-performance alloy with excellent osseointegration capabilities. These attributes allow for its use in more indications and with smaller implants. A non-interventional study<sup>9</sup> showed that in 54.2% of the cases treated with a Roxolid® implant, bone-grafting could be avoided altogether, consequently reducing invasiveness, while increasing patient treatment-acceptance rates, making implant treatment possible for a wider range of patients.

- More treatment options with smaller implants
- Preserves bone and reduces invasive grafting procedures
- Less invasive procedures\* increases patient acceptance



\*If GBR (guided bone regeneration) procedures can be avoided.



Hydrophilic properties  
and chemical activity

Surface based on the  
scientifically proven  
SLA® topography

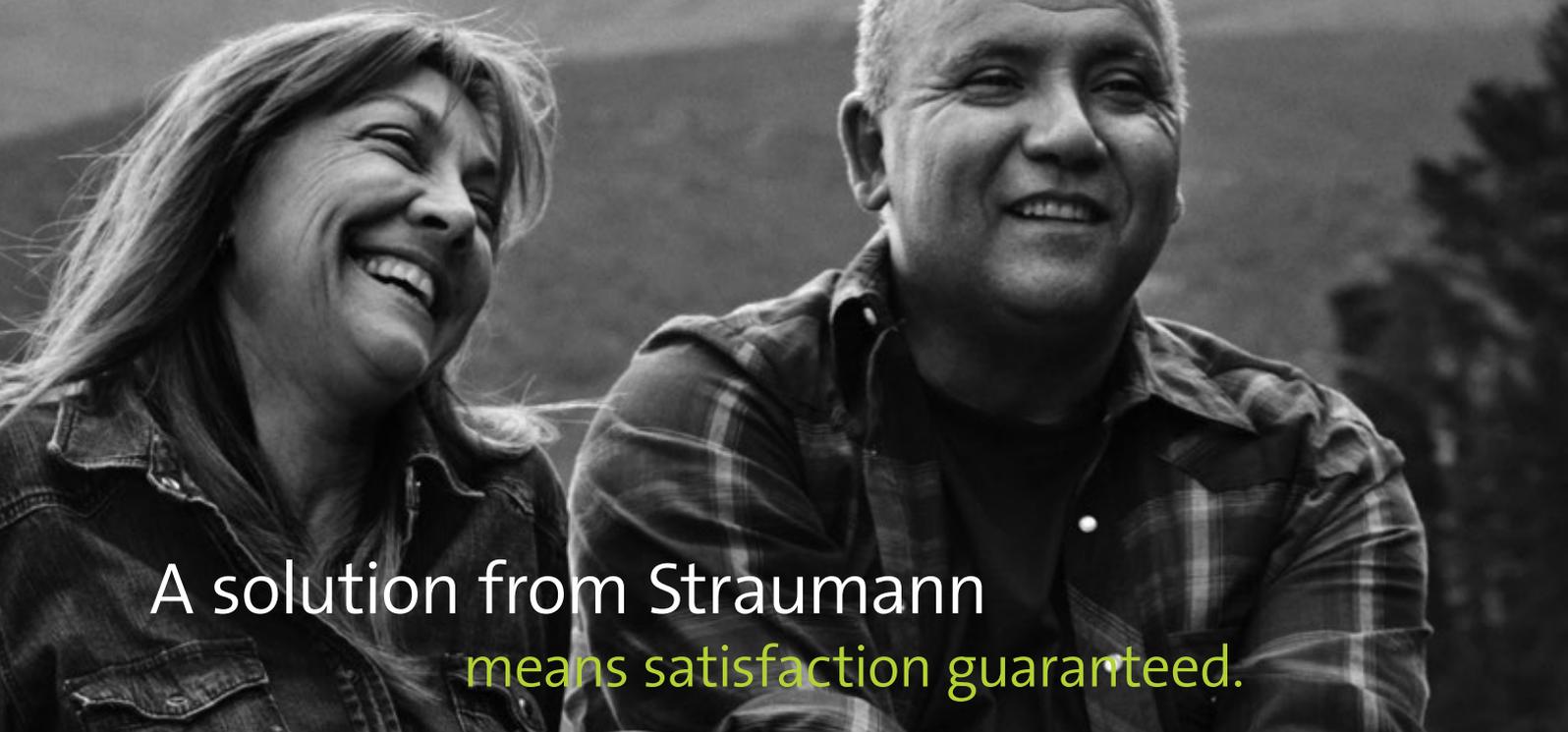
### SLACTIVE® – MORE THAN A UNIQUE IMPLANT SURFACE. PREDICTABILITY AT ITS BEST.

Introduced in 2005, this unique and clinically proven dental implant surface is the first to combine chemical activity with hydrophilic properties. SLActive® is designed to improve safety and predictability even in challenging situations. Besides simplifying treatment, it significantly reduces the healing period from 6–8 to 3–4 weeks.

- Safer and faster treatment in 3–4 weeks for all indications<sup>10–18</sup>
- Higher treatment predictability even with challenging procedures<sup>19–24</sup>
- Broadening treatment potential<sup>25–31</sup>

For scientific literature see:  
[www.straumann.com/science](http://www.straumann.com/science)

WITH OUR GROUNDBREAKING INNOVATIONS,  
WE CONTINUE TO REDEFINE  
THE BOUNDARIES OF POSSIBILITY.



## A solution from Straumann means satisfaction guaranteed.

Effectively navigating in a world of ever-changing technologies, business models and patient behavior is critical to your success. By anticipating trends and seamlessly integrating products, protocols and services, Straumann offers unique solutions to handle complexity. We help you create new business opportunities, while reducing costs and increasing patient treatment acceptance rates.



## STRAUMANN® PRO ARCH

Until recently, people with severely damaged teeth had no alternative than to have them extracted and wear conventional dentures held in place either by suction or adhesive. Wearing dentures brings functional limitations and reduced self-confidence and wellbeing.

Straumann® Pro Arch is a comprehensive solution that includes a broad range of implants, abutments, CAD/CAM frameworks, bars, bridges and other components that enable clinicians and dental technicians to provide fixed, full-arch tooth replacements.

- Provides the flexibility to address individual needs by leveraging the unique Straumann® Roxolid® material (see pg. 8)
- High predictability even in challenging cases thanks to the Straumann® SLActive® surface (see pg. 9)
- Considerable time-saving compared to standard implant treatment using bone augmentation procedures, with the option of immediate temporization
- Increased capabilities with a comprehensive prosthetic portfolio



**STRAUMANN® PRO ARCH:  
MORE THAN A FIXED PROsthESIS.  
A BETTER QUALITY OF LIFE  
WITH A REASON TO SMILE.**



For scientific literature see:  
[www.straumann.com/science](http://www.straumann.com/science)

# Every component developed for your peace of mind.

When patients need a tooth replacement, you want to provide them with the best solution that will surpass their expectations. The Straumann® Dental Implant System, built on a history of innovation and reliable scientific evidence, is designed to support you in this process by significantly improving treatment outcomes.

## STRAUMANN® ABUTMENTS

Standard and CAD/CAM abutments manufactured using superior materials. Designed to optimize outcomes based on your patient's specific needs.

## STRAUMANN® STANDARD PLUS SHORT IMPLANTS (4 MM)

A new world of possibilities. For fixed or removable dental restorations in cases of severe jaw bone resorption.

## STRAUMANN® SOFT TISSUE LEVEL IMPLANTS

Efficiency for predictable results. The pioneering solution in one-stage recovery with a variety of body designs. Offers a flexible solution with more options when used in conjunction with the Straumann® Standard Plus Implant.

## STRAUMANN® BONE LEVEL IMPLANT

Flexible for proven esthetics. The cylindrical (parallel) outer contour allows for flexible, coronal-apical implant placement – making it the implant of choice for esthetic sites.

## STRAUMANN® LOXIM™ TRANSFER PIECE

Connected to the implant with a snap-in mounting for easy handling. Features height markings and pre-determined breaking point.





# More than just a lab partner.

Our goal is to increase your efficiency.

We share your passion for outstanding precision and quality. The combination of your craftsmanship with our reliable technologies, services and products delivers exceptional restorations that meet today's ever-increasing demands of dentists and patients. We offer the most efficient and competitive solution for each patient indication, regardless of your preferred dental workflow.



## ALWAYS THE RIGHT CHOICE

Straumann's prosthetic system is designed to create the optimal restoration for every situation, from single-tooth to full-arch reconstructions, either in a traditional or digital workflow. For both soft-tissue level and bone-level implants, we offer a variety of abutments with a unique portfolio of superior materials and full application range.

## PRECISION CONNECTIONS FOR ALL NEEDS

Our precision connections are the crucial interface between implant and prosthetic components, providing restorative flexibility and long-term mechanical stability. Whether at tissue level (synOcta®) or bone level (CrossFit®), our precision connections meet the prosthetic challenges of today's implant dentistry.

PRECISION, HIGH EFFICIENCY  
AND HIGHLY ESTHETIC RESULTS  
FOR EVERY RESTORATION.



### A PERFECT FIT WITH ORIGINAL STRAUMANN COMPONENTS

We know our products down to the last detail, and the precise fit of original Straumann implants and abutments provide results that are superior to those achieved using third-party abutments<sup>32-34</sup>. So, when restoring Straumann implants, you can be sure of getting the best possible fit and long-term mechanical performance by using original Straumann® prosthetic components. These matching components provide the precise dimensions, tolerances, and material properties required for longevity and optimal harmonious design.<sup>35</sup>

For scientific literature see:  
[www.straumann.com/science](http://www.straumann.com/science)

# The digital workflow

allows you to benefit in more ways than one.

Digitalization is impacting the world of dentistry immensely. This dynamic shift allows lab owners to adapt their business model to match the increasing expectations of dentists and patients. New software and hardware advancements change the way restorations are carried out and a digital workflow provides you with a competitive edge by expanding your options while increasing your profitability and productivity.



## REDUCING COMPLEXITY THROUGH CONNECTIVITY

Straumann offers advanced connectivity to the digital workflow encompassing guided surgery, intra-oral scanning, and CAD/CAM, including all equipment, materials and services required.

## CUSTOMIZED RESTORATIONS AND EXTENDED CONNECTIONS

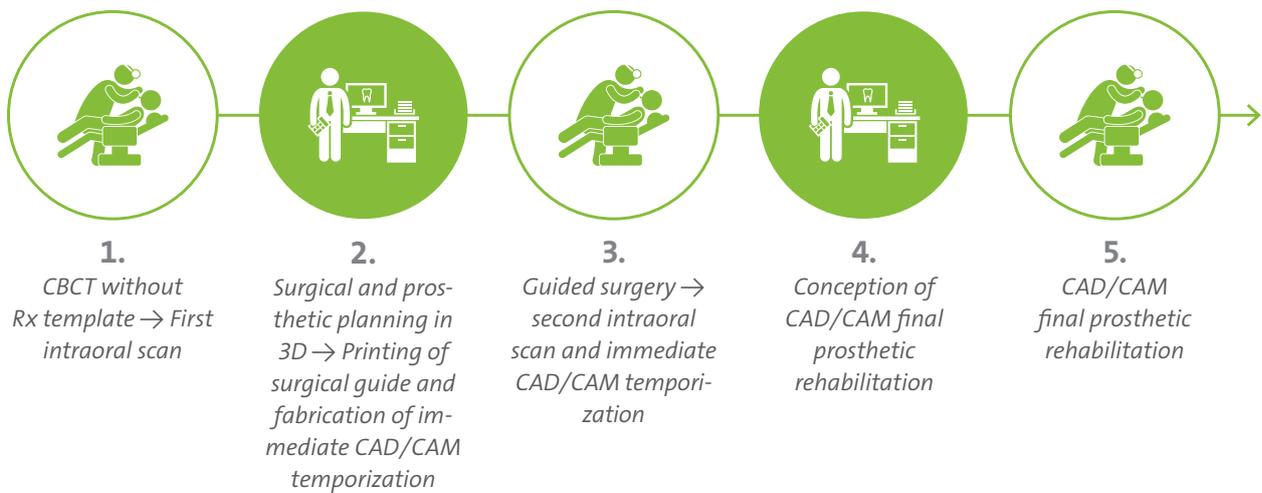
Straumann® CARES® CAD/CAM lets you scan, design and order customized prosthetics directly from our milling centers. If access to the appropriate hardware is not available, you can still order customized solutions via our Straumann® CARES® Scan & Shape service.

## ONLY ONE SCAN AND ONE DESIGN

Straumann® CARES® X-Stream™ delivers a streamlined clinical workflow for the full prosthetic restoration of Straumann implants. The one-scan, one-design procedure significantly reduces turn-around time and related costs.

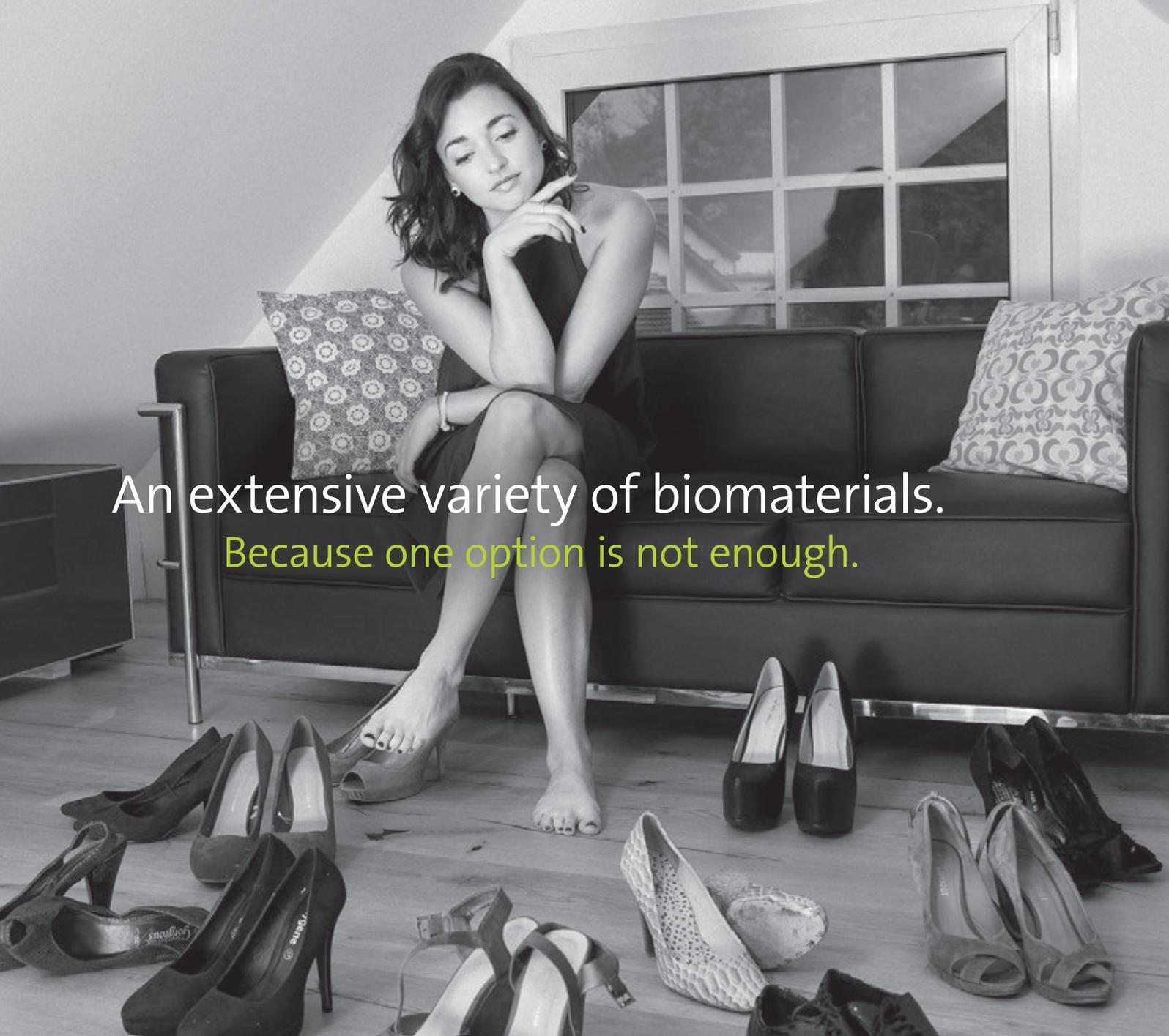
## INDIVIDUAL ESTHETICS IN A SINGLE STEP

The synergy between the pre-operative planning software coDiagnostiX® and CARES® Visual opens up a world of new possibilities, giving you access to a complete prosthetic-driven implant treatment.



- Innovative, flexible and sustainable solutions
- Access to the complete digital dental workflow
- Increased efficiency by reducing process steps, turnaround time and costs

**STRAUMANN® CARES® IS YOUR ACCESS TO  
 A WHOLE RANGE OF CUSTOMIZED SOLUTIONS  
 TO ADDRESS EACH INDIVIDUAL CASE.**



An extensive variety of biomaterials.  
Because one option is not enough.

Decades of experience in dentistry and oral regeneration have taught us that, in implantology and periodontology, the right solution must be tailored to meet the needs of individual patients. Straumann and botiss offer an exceptional range of regenerative solutions that meet your expectations and those of your patients.

## SPECIALIZED PORTFOLIOS – FOR SPECIFIC CLINICAL AND ESTHETIC NEEDS

Oral tissue regeneration products are indispensable for implantology. Market research studies and clinical practice show that regenerative procedures are required in half of all implant-borne solutions to ensure success, or even to enable an implant placement.

Engineered to predictably and reliably regenerate soft and hard tissues, Straumann's bone regeneration biomaterials offer predictable remodeling and resorption to meet the specific clinical and esthetic needs of your patients.

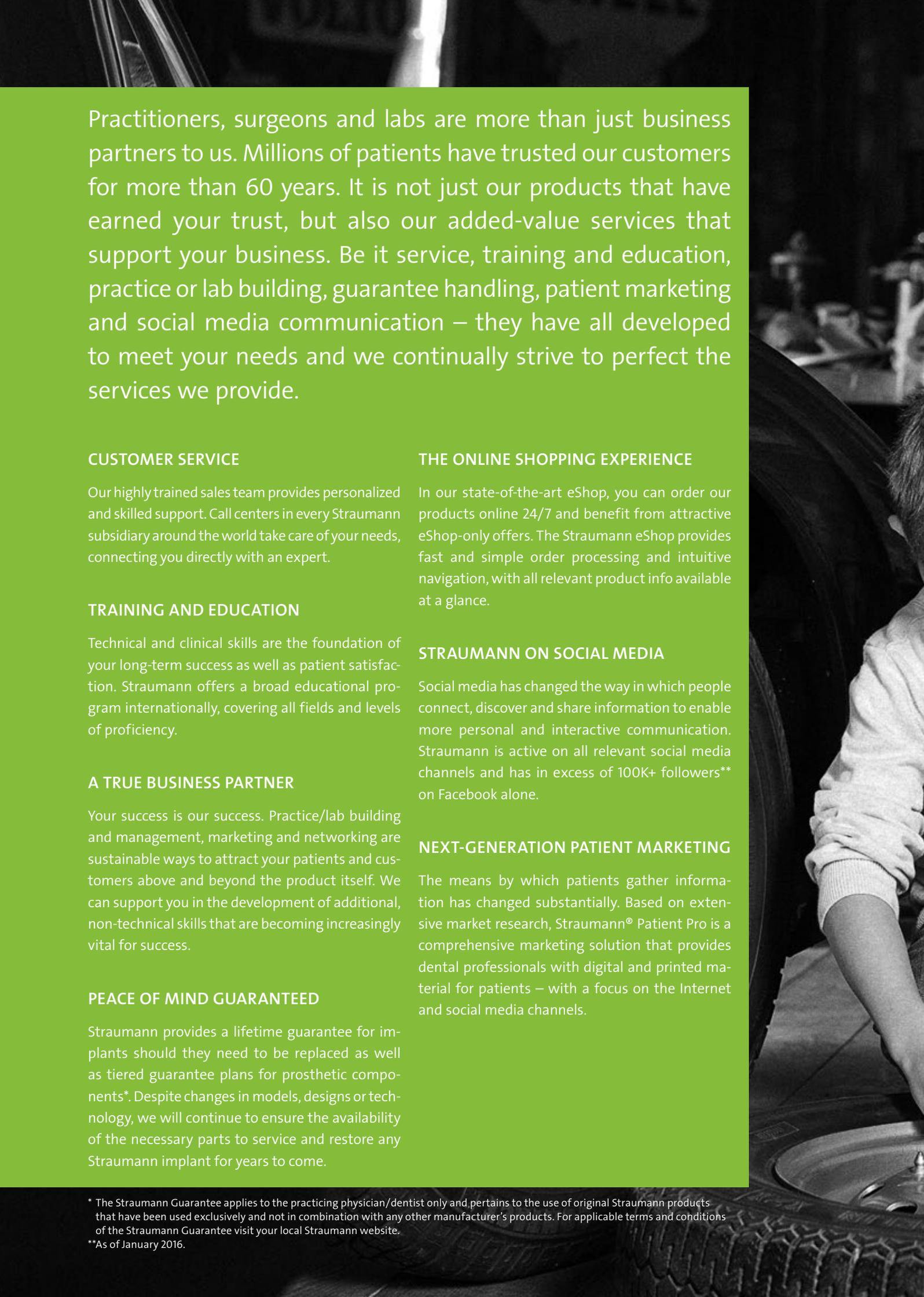
In addition, the excellent handling properties of our natural collagen membranes deliver the best options to optimally manage guided bone regeneration and soft tissue treatment. And while we are a global leader in tooth replacement solutions, we understand that there is nothing quite so esthetic as one's own teeth – that's the reason why we are so proud of Straumann® Emdogain®, our unrivaled biological solution to induce true regeneration of the periodontal tissues lost due to trauma or disease.

- A comprehensive regenerative system for implantology and periodontology
- Highly predictable treatments for individual and indication-specific approaches
- An extensive selection of proven biological materials (collagen, granules, blocks, membranes, soft tissue matrices and Emdogain®) from different sources (xenografts, synthetic, allografts)

For scientific literature see:  
[www.straumann.com/science](http://www.straumann.com/science)



AN UNRIVALED PORTFOLIO OF INDIVIDUAL  
 SOLUTIONS FOR IMPLANTOLOGY AND  
 PERIODONTAL TREATMENTS.



Practitioners, surgeons and labs are more than just business partners to us. Millions of patients have trusted our customers for more than 60 years. It is not just our products that have earned your trust, but also our added-value services that support your business. Be it service, training and education, practice or lab building, guarantee handling, patient marketing and social media communication – they have all developed to meet your needs and we continually strive to perfect the services we provide.

#### **CUSTOMER SERVICE**

Our highly trained sales team provides personalized and skilled support. Call centers in every Straumann subsidiary around the world take care of your needs, connecting you directly with an expert.

#### **TRAINING AND EDUCATION**

Technical and clinical skills are the foundation of your long-term success as well as patient satisfaction. Straumann offers a broad educational program internationally, covering all fields and levels of proficiency.

#### **A TRUE BUSINESS PARTNER**

Your success is our success. Practice/lab building and management, marketing and networking are sustainable ways to attract your patients and customers above and beyond the product itself. We can support you in the development of additional, non-technical skills that are becoming increasingly vital for success.

#### **PEACE OF MIND GUARANTEED**

Straumann provides a lifetime guarantee for implants should they need to be replaced as well as tiered guarantee plans for prosthetic components\*. Despite changes in models, designs or technology, we will continue to ensure the availability of the necessary parts to service and restore any Straumann implant for years to come.

#### **THE ONLINE SHOPPING EXPERIENCE**

In our state-of-the-art eShop, you can order our products online 24/7 and benefit from attractive eShop-only offers. The Straumann eShop provides fast and simple order processing and intuitive navigation, with all relevant product info available at a glance.

#### **STRAUMANN ON SOCIAL MEDIA**

Social media has changed the way in which people connect, discover and share information to enable more personal and interactive communication. Straumann is active on all relevant social media channels and has in excess of 100K+ followers\*\* on Facebook alone.

#### **NEXT-GENERATION PATIENT MARKETING**

The means by which patients gather information has changed substantially. Based on extensive market research, Straumann® Patient Pro is a comprehensive marketing solution that provides dental professionals with digital and printed material for patients – with a focus on the Internet and social media channels.

\* The Straumann Guarantee applies to the practicing physician/dentist only and pertains to the use of original Straumann products that have been used exclusively and not in combination with any other manufacturer's products. For applicable terms and conditions of the Straumann Guarantee visit your local Straumann website.

\*\*As of January 2016.

Premium added value that goes  
far beyond the product.

#### QUALITY AND PRECISION – FIRST AND FOREMOST

When it comes to quality and precision at Straumann, there's no such thing as a short cut. We adhere to stringent guidelines every step of the way, from product development, design and manufacture through to sales and marketing. Everything leaves our production facilities having undergone extensive testing, while teams in our Quality and Regulatory departments apply their expertise to avoid the risk of non-compliance for our products. Opportunities to improve are constantly being identified through comprehensive internal and supplier-related quality audit programs, monitoring compliance with policies and procedures deployed at each manufacturing site.





# Swiss premium precision. A global success story.

The unrivaled reputation of Swiss quality and precision is recognized and trusted the world over. This culture of unrelenting perfection is the foundation of Straumann's heritage.

Not only is production located in the famous Swiss "Watch Valley", but also groundbreaking technologies that remain integral to modern watchmaking were developed here in the 1930s by our company's founder, Reinhard Straumann. Since our foundation and the introduction of the world's first one-stage implant in 1974, Straumann has continued to lead the way forward in high-quality tooth restoration and full-digital workflow solutions.

Innovation must be committed to adding value and improving clinical outcomes. This is the foundation of the Straumann philosophy and what makes our company a true global success. To date, millions of patients have benefited from the precision and reliability of Straumann products and solutions, while practitioners, surgeons and lab partners in over 70 countries trust in the proficiency and quality behind the Straumann brand.

MADE IN SWITZERLAND



1 Rocuzzo M et al. Clin Oral Implants Res. 2001 Dec;12(6):572-8. 2 Buser D et al. Clin Implant Dent Relat Res. 2012 Dec;14(6):839-51. 3 Rocuzzo M et al. Clin Oral Implants Res. 2014 Oct;25(10):1105-12. 4 van Velzen FJ et al. Clin Oral Implants Res. 2015 Oct;26(10):1121-8. 5 Fischer K et al. Clin Implant Dent Relat Res. 2012 Dec;14(6):808-15. 6 Derks J et al. J Dent Res. 2015 94(3):445-515. 7 Derks J et al. J Dent Res. 2016 95(1):43-49. 8 Müller F et al. BMC Oral Health. 2015; 15(1):123. 9 Al-Nawas et al. J Oral Implantol. 2015; 41(4):e118-25. 10 Rupp F et al. J Biomed Mater Res A. 2006 Feb;76(2):323-34. 11 Kopf BS et al. J Biomed Mater Res A. 2015 Aug;103(8):2661-72. 12 Kopf BS et al. Acta Biomater. 2015 Jun;19:180-90. 13 Schwarz F et al. J Clin Periodontol. 2008 Jan;35(1):64-75. 14 Rausch-fan X et al. Dent Mater. 2008 Jan;24(1):102-10. 15 Schwarz F et al. Clin Oral Implants Res. 2007;11(4):481-8. 16 Lang NP et al. Clin Oral Implants Res. 2011;22(4):349-56. 17 Raghavendra S et al. Int J Oral Maxillofac Implants. 2005 May-Jun;20(3):425-31. 18 Oates TW et al. Int J Oral Maxillofac Implants. 2007;22(5):755-60. 19 Benic GI et al. J Clin Periodontol. 2013 Nov;40(11):1052-61. 20 Schwarz F et al. J Clin Periodontol. 2007;34(1):78-86. 21 Lai HC et al. Clin Oral Impl Res. 2009;20(3):247-53. 22 Buser D et al. J Periodontol. 2011 March; 82(3): 342-9. 23 Buser D et al. J Dent Res. 2013 Dec;92(12 Suppl):176S-82S. 24 Nicolau P et al. Clin Implant Dent Relat Res. 2013 Aug;15(4):600-12. 25 Schlegel KA et al. Clin Oral Implants Res. 2013 Feb;24(2):128-34. 26 Reginster JY et al. Bone. 2006 Feb;38(2 Suppl 1):S4-9. 27 Mardas N et al. Clin Oral Implants Res. 2011 Apr;22(4): 406-15. 28 WHO: <http://www.who.int/ageing/about/facts/en/index.html> (accessed Feb 2, 2016). 29 iData Report, Dental Implants and Final Abutments, Europe 2012. 30 iData Report, Dental Implants and Final Abutments, USA 2012. 31 Slotte C et al. Clin Implant Dent Relat Res. 2015 Oct;17(Suppl 2):e385-95. 32 Gigandet M et al. Clin Implant Dent Relat Res. 2014 Apr;16(2):303-11. 33 Keilig L. Micro-mobility of the implant/abutment interface for original and third-party abutments – a combined experimental and numerical study (Poster EAO 2013, Dublin, ref no. 346). 34 Kim SK. Int J Oral Maxillofac Implants. 2012;27:42-47. 35 Wittneben JG et al. Clin Implant Dent Relat Res. 2014 Jun;16(3):356-64.

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