

## Media Release

Schaan, Liechtenstein – 3 April 2017

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### Forty years of faithful operation

**Ivoclar Vivadent is honouring the winner of the "40 Years of Programat Technology" prize competition.**

**At IDS in Cologne, the company announced the winners of the 40 Years Programat contest. The first prize went to Lutz Brinkmann from Germany. He bought a P1 in 1976 and the furnace has been operational ever since.**

The winners of the Programat prize competition are out now. The first prize - a P710 SE Programat special edition furnace - goes to Lutz Brinkmann, a dental technician from Germany. Among all entrants to the competition, he owns the oldest Programat furnace that is still operational - a P1 from 1976. His vintage furnace is one of the first models of the Programat brand brought to the market. Lutz Brinkmann summarized his experience with this brand: "For me, Programat is synonymous with an easy, clear and straightforward operation."

#### **Two more prizes**

Two more participants in the competition had good reason to cheer: The representatives congratulated in her absence Christina Todorova from Bulgaria, for having won the second prize and Thomas Ehlik from Germany for the third prize. As the second-prize winner was not present at the award giving event, Julian Mihaylov (Ecodent dental depot) accepted her certificate and prize - an iPad mini 2 - on her behalf. The third-prize winner received a wrist watch in addition to a certificate. The furnaces of these two prize winners also date back to the first Programat generation. In total, 563 dental technicians from all over the world entered the competition.

#### **40 years of success**

Ivoclar Vivadent presented the first Programat furnace at IDS in 1977. Prior to the introduction, the company tested the product in the market. Today, Programat is a brand known for innovation and reliability. Based on sales figures, Programat is the market leader in ceramic furnaces. For dental technicians, the brand is synonymous with innovation, ease of operation, high quality, durability and reliability of firing results.

*Programat® is a registered trademark of Ivoclar Vivadent AG.*

Caption:

*(Programat40.jpg)*

Fig.: Robert Grünenfelder, Dr Laurent Schenck and Gernot Schuller from Ivoclar Vivadent congratulate Lutz Brinkmann and his wife Judith for winning the prize competition (from left).

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