

Media Release

Schaan, Liechtenstein – 11 March 2013

Locate the desired product quickly and easily

Ivoclar Vivadent has divided its product portfolio into three major categories. This has been done with the aim of making it easier for dental professionals to find their way around the company's product range. The categories have been created on the basis of the different treatment and working procedures in the dental office and laboratory.

Ivoclar Vivadent has an extensive product portfolio which covers the entire range of working procedures in direct filling treatment and fixed and removable denture prosthetics. The company's fixed and removable prosthetics assortment is not only suitable for conventional, but also for implant-supported restorations. All the products of the portfolio are fully coordinated, enabling dentists and dental technicians to achieve excellent treatment and working results. Ivoclar Vivadent has grouped its products into three new categories, which are clearly defined according to the fields of expertise of the company: Direct Restoratives, Fixed Prosthetics and Removable Prosthetics. Each category contains the products that are recommended for the different dental treatment and working steps. These categories are designed to help dental professionals find the dental products they need even more quickly and efficiently. At the same time, they obtain a clear idea of all the matching products available.

About Ivoclar Vivadent

Ivoclar Vivadent with headquarters in Schaan, Liechtenstein, is a leading international manufacturer of innovative materials systems for high-quality dental applications. The company operates in 120 countries worldwide.

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Caption:

(Logo_New categories.jpg)

Fig. 1: The new categories of the Ivoclar Vivadent product portfolio allow dentists and dental technicians to locate the products they need quickly and efficiently.

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