

## Media Release

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# Innovation award for Monobond Etch & Prime

## Self-etching glass-ceramic primer impresses thousands of users

**Monobond Etch & Prime is the first self-etching glass-ceramic primer in the world. First presented at IDS 2015 in Cologne, it has since won over many users. Now it has received an innovation award.**

Ivoclar Vivadent is the first dental manufacturer to develop a material that successfully etches and silanates glass-ceramic surfaces in one single step. It is for this reason that Monobond Etch & Prime is considered an innovation. The primer has enjoyed great popularity on the market since it was introduced because it eliminates the need for etching contact surfaces with unpopular hydrofluoric acid.

### Chosen by the dentists' vote

Several thousand dentists took part in a poll to vote on the most innovative products of the year to be awarded an innovation award launched by a German dental dealer and a dental newspaper. By a wide margin, the participants selected Monobond Etch & Prime for first place in the "Materials and Instruments" category. Just over 20 per cent of the votes cast in this category were given to the Ivoclar Vivadent product. In total, twenty products that were first presented at IDS 2015 were put forward for selection in the different categories.

### Meeting customer needs

"We are delighted and proud to see that Monobond Etch & Prime has received several innovation awards so soon after having been launched," says Armin Ospelt, Head of Global Marketing at Ivoclar Vivadent AG (Liechtenstein). "The awards show us that we meet the requirements of our customers, as has already been demonstrated by the market success of the product."

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

Captions:

*(Monobond Etch & Prime.jpg)*

Fig. 1: Monobond Etch & Prime has already won over many users.

*(Award.jpg) – Please indicate: "Courtesy of: Oliver Pick"*

Fig. 2: Presentation of the Innovation Award for Monobond Etch & Prime. From left to right: Uwe Jerathe, Pluradent AG, Norbert Wild, Ivoclar Vivadent Germany, and Dr Marion Marschall, DZW.

*(QRe.png)*

Fig. 3: See here how Monobond Etch & Prime works:

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