

Press Release

Callisto[®] CP⁺: a transparent price policy

Ivoclar Vivadent sets a new course in dental alloys

Schaan, November 07, 2008 – **By introducing the new alloy Callisto[®] CP⁺, Ivoclar Vivadent wishes to offer a dental alloy at the best possible conditions for the customer. The palladium-containing, cobalt-based ceramic alloy is characterized by its low density, its wide range of indications and applications as well as its high strength.**

Ivoclar Vivadent complements its alloy product range with Callisto[®] CP⁺, a new palladium-containing, cobalt-based ceramic alloy. Manfred Tauber, Product Manager Alloys, explains the background for the launch: «The commodity prices are still at a high level. The difficult situation has taken a toll also on the dental alloy market. In many cases, the purchase prices increase while the selling price remains unchanged. With Callisto[®] CP⁺ we would like to adjust to the current market situation. We offer this alloy at a reference price, making the purchase price for dentists and dental technicians a predictable factor.» Due to the low density of 8.9 g/cm³, both the price and the quantities needed are kept at a low level.

Numerous processing possibilities

The indications of Callisto[®] CP⁺ range from single-tooth restorations to long-span bridges. In addition, this alloy allows implant superstructures to be fabricated, and, as a result of its high strength, it can also be used for the press technique.

Callisto[®] CP⁺ is available throughout the world immediately.

For further information please contact:

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Captions of pictures:

(Callisto® CP+ _product photo 1_ with company logo.jpg)

Fig. 1: The new Callisto® CP+ ceramic alloy

(Callisto® CP+ _product photo 2_ without company logo.jpg)

Fig. 2: The new Callisto® CP+ ceramic alloy

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