

## Media Release

Cologne (D) / Schaan (FL) – 21 March 2011

---

# Ivoclar Vivadent continues to expand the partnership program with milling centres for digital dental applications

**The trend towards CAD/CAM applications for digital dental technology products is still going very strong. Ivoclar Vivadent therefore expands its partnership program to include national and international milling centres for digital dental solutions.**

The cooperation with the milling centres of Nobel Biocare and Straumann has shown a positive initial development. The partnership program will now be expanded with the introduction of the Authorized Milling Partner Program. The following milling centres will be the first cooperation partners in this program: CADstar in Austria; the Core 3D Centers with subsidiaries in Australia, Europe and North America; Diadem, which is represented in France, Italy and the US; Neodent in Brazil; and R+K CAD/CAM in Germany. The further expansion of this program will include additional national and international milling centres.

### Quality and productivity

As a result of the partnership with Ivoclar Vivadent, the milling centres have access to the material and processing expertise. The range of materials includes all-ceramic materials, e.g. the patented lithium disilicate glass-ceramic IPS e.max CAD or IPS ZirCAD, and materials for long-term temporization, such as Telio CAD. If required, Ivoclar Vivadent will also provide their partners with a milling strategy which has been adjusted to the requirements of the material. Ivoclar Vivadent has used its longstanding experience of almost 25 years in the field of industrial CAD/CAM procedures to develop the milling strategies.

### Materials for digital workflows

Robert Ganley, CEO of Ivoclar Vivadent, explained: “We continue to develop new technologies for new technologies, and we have built an extensive know-how basis as regards materials which meet the requirements of digital processing. Our partners also benefit from this know-how.”

IPS e.max® and Telio® are registered trademarks of Ivoclar Vivadent AG.

Captions:

*(clinical\_results.jpg)*

Fig. 1: Successful clinical results due to the partnership with Ivoclar Vivadent.

*(logo\_partnership.jpg)*

Fig. 2: Milling centres use a logo to indicate the partnership agreement.

---

Media contact:

Nicole van Oers  
Director of Corporate Communications  
Ivoclar Vivadent AG  
Bendererstrasse 2  
FL-9494 Schaan  
Principality of Liechtenstein  
Tel.: +423 235 36 48  
Mob: +41 79 287 32 75  
Fax: +423 235 36 33  
E-mail: [nicole.vanoers@ivoclarvivadent.com](mailto:nicole.vanoers@ivoclarvivadent.com)