

ABIMO Receives Foreign Opinion Makers to Represent Brazilian Dentistry

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The initiative took place simultaneously to CIOSP, the most important congress of dentistry in Brazil

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Among the many initiatives to promote quality and innovation of Brazilian industry internationally, ABIMO, the Brazilian Association of Medical, Dental and Laboratory Manufacturers, invited international media to experience and learn about new advances of Brazilian industry during the biggest dental trade fair and congress in Brazil and Latin America, CIOSP, organized by the APCD, the Sao Paulo Dental Association. Among the over 200 companies exhibiting many were the innovations in almost all segments: orthodontics, bio ceramic cements, implants, units, equipment, endodontics, prosthodontics, laboratory, oral care, prevention and much more...



Felipe Leonard, President S.I.N. Implant (second from right) at S.I.N. Implant factory in Sao Paulo and International Media representatives

Research, innovation, high-tech and quality were highlighted when we visited two dental factories, amongst the biggest in Brazil, Dental Morelli and S.I.N. Implants. Pioneer in the manufacture and sales leader in orthodontic products in Brazil, **Dental Morelli**, with its over 2,000 certified items, is a family-run business and a strong player in the Brazilian orthodontic dental market. **S.I.N. Implant System**, reference point

in Brazil of dental implants, has achieved its leader position supported by principles of simplicity, innovation and nanotechnology, is now undergoing a major expansion in the international market.

At the trade fair, the high demand of implants was evident within the market, many were the companies. State-of-the-art technology was very

well represented by **Implacil De Bortoli**, pioneer in 36 years of implant activity, having produced over 4 million implants and components during this period for half a million patients in Brazil and abroad. In this CIOSP **Angelus**, focused on science, research and development, brought to the market an expansion of its portfolio in the area of bio ceramics and glass fibers, with exclusive products that will allow dentists opportunities to provide a more effective and safe treatment to their patients. Diamond Burs were very well represented by **KG Sorensen**, producer since 1966, with its European know-how, it only uses the best high-quality raw material undergoing the most rigorous quality tests at all stages of



Roger Morelli (third from left, sitting down) at Dental Morelli factory in Sorocaba and International Media representatives



production. Dabi Atlante and Gnatus have merged into one big group, **Alliage**, since 2017, bringing innovation and global solutions to their lines of dental units, applying the most modern technologies to ensure high performance and quality.

Quality, durability and innovation is also **Olsen's** motto since its beginning in 1978. Consolidated in Brazil for 40 years, while breaking new territory, it is already present in more than 100 countries. Founded in 2005 and thanks to the continues search for improvements and entrepreneurial spirit of its leadership, **Orthometric** expanded its plant of orthodontic products in 2014, acquiring high technology and a sophisticated process for product lines that were not yet manufactured by Orthometric in Brazil.

Last, but not least, in the tour organized by ABIMO, within the trade fair, was our meeting with **Maquira**. Among the over 300 products, Maquira was highlighting its BM4 aesthetics products, whitening and desensitizing gels, bleaching plates and mouth guards, adhesives, light cure resin cement, posts and more. Time was very short but many were



the excellences in this Brazilian festival of innovation, quality and friendliness!

About the CIOSP (International Congress of Dentistry of São Paulo)

The CIOSP closed its doors receiving approximately 25,000 professionals from the area per day. The exhibition occupied more than 50,000 sqm and generated a large volume

of business, almost US\$ 6 million in sales. The trade fair counts with more than 200 Brazilian exhibitors and 44 international exhibitors from 12 countries: Germany, China, Korea, USA, Finland, Israel, Italy, Malaysia, Pakistan, Poland, Portugal and Switzerland. CIOSP congress also offers a scientific schedule taught by the best professional of each specialty. **Its 38th edition will be taking place from 29th January to 1st February 2020.**



Among the Excellences in Brazil



Targeting the Biggest Global Dental Implant Markets

After consolidating in Brazil as a reference in the segment, the brand's portfolio is now 10% foreign

Looking to cash in on one of the most promising segments today, which should see global growth of 7.8% by 2024, S.I.N. Implant, a reference in Brazil in dental implants, is undergoing a major expansion in the international market. The company is controlled by the Southern Cross Group investment fund, an equity firm that is leader and has been dedicated to the Latin American market longer than any other, with over USD 2.8 billion invested in 38 companies across the continent.

Today, S.I.N. does business in 16 countries, with 10% of the output from its Brazilian headquarters currently being exported. The brand is found in Italy, Spain, Portugal, Peru, Colombia, Bolivia, Chile, Mexico, Russia, Egypt, Turkey, Paraguay, the Dominican Republic, El Salva-

dor and Guatemala. At the end of last year, S.I.N. implants also came to North America, the world's largest dental implant market.

S.I.N. products are certified by the major international certifications. The brand has extremely high-quality products in its portfolio, developed using significant technological innovation and supported by scientific research done along with the world's biggest dentistry schools, including the University of Gothenburg (Sweden), University of Michigan (USA), Ku Leuven (Belgium) and New York University (USA). The company currently invests 20% of its revenue in marketing, research and innovation.

This strategy has worked as in recent years the company has developed implant systems using nanotechnology, allowing for perfect bone integration as well as faster recovery time. That is because S.I.N. implants have a chemically-activated surface. That means that bone integration now happens within 28 days, versus the 90 or 120 days it used to take.

www.sinimplante.com.br



Alliage International Traders, Rafael Barichello Ferrassini and Paulo Dobs



Transforming Millions of Smiles in Brazil and Around the World

Pioneer in the manufacture and sales leader in orthodontic products, Morelli is a reference in the dental market in Brazil.

As a result of persistence and entrepreneurship, Mo-

relli came in 1980 in the city of Sorocaba, in the midst of a troubled scenario, marked by political and economic instability, great recession of domestic production. But thanks to the support of orthodontists and class institutions in the development and continuous improvement of its product line since the foundation, Morelli has become the largest and most complete brand of orthodontic products in Latin America. The constant technological investment in its products is one of the pillars of Morelli's philosophy, ensuring high level of quality and excellence.

Morelli offers a complete line of products for orthodontics, more than 2,000 items certified by Quality systems controlled by internationally accredited companies. The special alloy steel that makes up the brackets, tubes, bands and other products are subjected to physical and chemical checks in specialized laboratories for this purpose. The products follow strict development of protocols that qualify the mechanical properties and performance in patients.

One of its key growth is investment in research and innovation. In recent years Morelli has invested considerably in sophisticated manufacturing processes and the creation of new products.

Morelli has the most modern metal and ceramic injection technology. The technique of Metal Injection Molding (M.I.M.) and Ceramic Injection Molding (C.I.M.) allows the manufacture of complex and precise products. The technological level of Morelli manufacturing processes is among the best in the world.

Morelli has a highly specialized team of industrial engineering, electronics and tooling. This allows freedom and flexibility in the development of new products. Present all over Brazil, Morelli has a net-

work of over 200 dealers. Abroad, their products can be found in the main cities of the Americas, Middle East, Asia and Europe, present in more than 30 countries.

www.morelli.com.br



Creating Healthy Smiles

Proud of being recognized as an innovative company, believing that the impossible is what has not yet been attempted, every day it seeks to do something different and better for achieving its mission of creating healthy smiles.

In the market since 1994, Angelus is a Brazilian Dental Company based in Londrina, PR-Brazil, serving the segments of Restorative Dentistry, Endodontics, Laboratory Prosthodontics and Pediatric Dentistry. Since its foundation the company has its work focused on Science, Research and Development of new products, a differentiated team of masters and doctors and many patents. Exporting in more than 86 countries spread across all continents, the company believes that innovation is the driving force for its own growth, the community it is inserted, and Dentistry.

At the last CIOSP, Angelus brought to the market an expansion of its portfolio in the area of Bioceramics and Glass Fibers, with exclusive products that will allow dentists opportunities to provide a more effective and safe treatment to their patients.

Today Angelus has two more businesses in the area of dentistry: Angelus Prima Dental and Angie by Angelus.

From the union of two major global companies – Angelus Ind. De Produtos Odontológicos SA, a Brazilian company that is reference in innovation for dental products, together with Prima Dental Group, a leading British company in the dental industry, with more than 150 years in the market – Angelus Prima Dental Ltda. was born in 2015. It is the first industry to manufacture carbide drill in Latin America with characteristics of being 100% Tungsten Carbide, therefore with greater cutting power,



Dr. Nilton De Bortoli and Ms. Cristina Wolowski,
Export Manager Implacil De Bortoli

facilitating the work of Clients, empowering Dentists, making them confident, better, unique! A single drill for Super Dentists!

Launched in 2015, Angie by Angelus is a line of pediatric dentistry products that endorses the credibility of the brand Angelus.

www.angelus.ind.br



State-of-the-art Technology and Innovation

Implacil De Bortoli built a trajectory of pioneerism in 36 years, having produced over 4 million implants and components during this period for half a million patients in Brazil and abroad.

Everything started in 1988, when Dr. Nilton De Bortoli made history by becoming the manufacturer of the 1st osseointegrable implant in Brazil. With its headquarters in the city of Sao Paulo, Implacil De Bortoli is a modern company that uses state-of-the-art technology and protocols adapted to the national and international certifications in its entire production line.

Since its beginning, the work has been developed seeking improvement of products and professionals – through updating and specialization courses, and development of high performance technology to meet increasingly the demands from the market, which seeks solutions for surgical and prosthetic planning, in order to create aesthetics and

rehabilitate smiles. Investments in strict quality control processes have been made in recent years, in order to meet the highest requirements of national and international standards regarding dimensions, perfect fit and surgical and prosthetic adaptation. Investments were also fundamental for the development of differentiated implants with surface treatment and exclusive design. The efficiency and the recognition of the quality of the Implacil De Bortoli's products were proven by the publication of several scientific articles in the most important and traditional vehicles of the global Dentistry.

In the Brazilian market, the Implacil De Bortoli brand is present in 15 Brazilian states, in addition to countries like Italy, Spain, Uruguay, Colombia and Chile.

To continue the work of its founder, the Nilton De Bortoli Institute was created in the district of Moema in Sao Paulo, with the purpose of contributing to the development of Brazilian Implantology in the next decades, offering series of courses with different formats and topics, and promoting clinical training and clinical excellence of the future professionals in the field.

www.implacil.com.br



More Than a Brand, A Stamp of Warranty

The perfect balance between technology and the craft work taking care to maximum quality, make KG Sorensen the absolute leader in the segment.

Manufactured since 1966, the diamond burs of KG Sorensen are used in operative dentistry, periodontal surgery, dental prosthesis, and are produced based on the European know-how. Number one in the Brazilian market with more than 50 years of tradition, excellence and innovation. All KG Sorensen products are manufactured with raw materials of the highest quality, and they are subjected



to the most stringent quality tests in all stages of production.

It all is the result of a development work and research with public universities, respected professionals in the dental care, chemical and industrial.

KG Sorensen is the only brand in Brazil with more than 1,500 models of diamond burs available and also develops and produces different burs models as new clinical procedures.

The KG Sorensen diamond burs are manufactured with high resistance stainless steel and with natural diamond grains of controlled dimensions.

www.kgsorensen.com.br

maquira

Together Nothing is Impossible

Internationally recognized, present in more than 41 countries, Maquira is a Brazilian company focused on the development, production and marketing of efficient and economically attractive products for the dental field.

Maquira Dental Products, founded in 2003, started its activities in a building of 300 m², located in the city of Maringá, State of Paraná. At that time, the box for mobile orthodontic device was the pioneer in its product line. Today, in addition to expertise in the field of plastic injection, the company operates in other segments of the dental market, such as: resin composites, glass ionomer cements, dental printing materials, biological indicators as well as its BM4 aesthetics products, whitening and desensitizing gels, bleaching plates and mouth guards,

adhesives, posts and more.

In the search for continuous improvement Maquira Dental Products gathered a team of qualified and trained professionals in order to bring quality, technology and development to the dental market. Through constant investments

in the productive system, continuous employees training and increasing the products mix, Maquira has increasingly achieved more space in the market. Today Maquira Dental Products is installed in an area of 12,000 m² and develops a mix of more than 257 products. Its industrial park is classified among the most modern in Latin America, all this structure is reflected in the quality of the products manufactured and in the accuracy of the processes conducted.

With the implementation of stricter quality systems, defined processes and governance focused on corporate results and customer satisfaction, Maquira started in 2018 a journey to redesign its brand and take another step in search of its vision and excellence. Reshaping the company's entire visual concept, packaging and presentations, while always maintaining the high quality standard, Maquira instituted its packaging improvement



Anny Moria, Cesar H. Zani and Paula Silverio, Maquira Export and Marketing

project with the "Flow Pack" concept. Today Maquira products are presented in recyclable sachets of high reprocessing value, in order to give its customers a product that besides the final quality, presents easy storage, excellent presentation in shelves, is lighter and with more secure/inviolable packaging.

www.maquira.com.br

Olsen
Equipamentos feitos para durar

Quality, Durability and Innovation

Reference in the dentistry segment, Olsen has been working for over 39 years manufacturing quality and durability equipment for the most demanding professionals in the market.

The daring of a young entrepreneur started Olsen S.A. His greatest encouragement was the words of his former manager who said: "if you have so many ideas set up your own factory!". This was exactly what Cesar Augusto Olsen did on August 4, 1978. The acquired know-how as a dental technician plus his unique ideas along with doses of courage and daring were the main drivers in the creation of a genuine Brazilian industry.

Olsen was born and grew up in the dental universe. In the 90s, aware of its industrial expertise, it launched the medical line, based on the same concepts that had already been established in dentistry: quality, durability and innovation.

The Olsen dental units line follows modern technological concepts, ergonomic and biosafety, delivering comfort and well-being to the dentist and his patient. Focusing on quality and cost-effectiveness, the equipment is designed for day-to-day intensive use and designed with top-of-the-line raw materials.

The commitment to innovation is part of Olsen, especially for the culture, identification and perpetuation of values that are disseminated in the factory and portrayed in all products. Olsen has been consolidated in Brazil for 40 years, breaking new territory and already present in more than 100 countries.

www.olsen.odo.br



Alliage Group - Creating Value for the Most Demanding Professionals

Alliage is the merge into one big group of Dabi Atlante and Gnatus since 2017, bringing innovation and global solutions to their lines of dental units, applying most modern technologies to ensure high performance and quality.

With nearly seven decades of activity in the market, Dabi Atlante has built a reputation of reliability and quality based on the dentistry improvement, focusing in the needs of its clients. With a full portfolio, Dabi Atlante brings technology for the most advanced professionals.

Highlighted on the dental market, Gnatus brand has forty years of strong worldwide presence and its products are renowned as equipment with good quality and technology. Gnatus is also referenced as an example of outstanding management, accountability and commitment with its clients.

Saevo, the new brand from Alliage is the result of various researches

based on the highest technologies. Seeing a world through different views and discover new meanings of life. Taking a closer look at technology and creating a new concept of dental equipment to bring health and welfare in all ways.

www.alliage-global.com



Globally Recognized as Reference in Orthodontics

Thanks to the continues search for improvements and entrepreneurial spirit of its leadership, Orthometric expanded its plant of orthodontic products in 2014, acquiring high technology and a sophisticated process for product lines that were

not yet manufactured by Orthometric in Brazil.

Orthometric commercializes orthodontic products with superior characteristics and properties, in accordance with the stringent technical standards of the segment. Located in Marília - SP, the company was founded in 2005 by dentistry professionals. Its mission is to provide the market with orthodontics products and services, providing the best value, with sustainability and technology.

The new factory has 20,000 m² of total area and the company's products are produced there. Orthometric is the first Brazilian company to form a R & D (Research and Development) group composed of a selected group of consultants and opinion leaders who evaluate the quality and performance to define the best materials, products and design to be used. All Orthometric products are made available to orthodontists only after they have been tested and approved by the R & D group.

This process serves as basis for the company's primary goal of continuous improvement of its products and services. Orthometric products today are recommended by the main centers of excellence in orthodontic education in Brazil, further reinforcing the concern with the quality of its products and the seriousness of the company.

www.orthometric.com.br

