The German EXCURSION

I’ve been working in the dental laboratory industry for eight years and have heard that the International Dental Show (IDS) held every other year in Cologne, Germany is an overwhelming experience. Previously, NADL’s Executive Director Bennett Napier, CAE has attended on behalf of the NADL in an effort to put a finger on the pulse of what technology and materials are yet to come. He realized that the show is simply too massive in nature to attack solo and invited me as JDT editor to join him in the chaos. My days were quickly filled with touring the massive exhibit halls, observing impromptu product demonstrations, attending formal press events and conducting interviews with suppliers and attendees alike. By the end, my feet hurt, my mind was blown, and I now sit at my keyboard and find it almost impossible to convey in words and photos alone all that the show had to offer. It truly was an unbelievable experience and it is my hope that our readers can experience some of the awesomeness along with me.

IDS is the world’s leading trade fair for the dental sector. In 2019, the 38th IDS, launched on Tuesday, March 12 and ran through Saturday, March 16. In all, there were 2,327 companies represented from 64 countries. Trade visitors tallied 160,000 from 166 countries, a 3.2% increase from the 2017 show. Exhibition space expanded by over four percent up to 170,000m². These numbers sound big on paper, but when it’s actually playing out in front of you, it’s downright intimidating. Yet the more booths I visited and the more people I spoke with, the more I realized that size and language don’t matter; the passion for the industry transcends any hurdles. There were countless new products and advancements. The clear aligner segment of the market was exploding while the previously escalating implant market seemed to be neutralizing. 3D printing continued to mature and hone in on providing more efficient solutions and the advanced technologies for chairside scanning were simply put, fun to watch. I saw increased speeds, more or less space depending on the need, customized digital workflows, yet the consistent theme was that each company’s primary objective was to help connect with ease the dots between the laboratory, dentist and patient.

The Next IDS

The 39th International Dental Show is scheduled to take place March 9-13, 2021.
The German
ExCURSION

What were you looking for when you decided to attend IDS?

We were not looking for anything specific, mostly interested in new materials, technologies, and improvements to workflow. This is a great opportunity to see what your manufacturers are promoting as either a helping hand to laboratories or as a competitor to laboratories.

Did you learn anything unexpected?

Yes, upcoming advancements in software that we are currently using that could dramatically change the workflow in our laboratory.

Did the experience reach, surpass or fail to meet your objectives? In what way?

The IDS always exceeds my expectations and objectives. There is so much to see from vendors across the globe. I have not attended any IDS show where there was not a new offering that had just been put together the night before or had a ‘do not touch, wet paint’ sign on it. You truly get an insight into new technologies that companies are working on.

What was one product that you think U.S. labs need to be on the lookout for?

I can’t pin it down. There are new materials on the brink of FDA approval and new equipment that will dramatically change the way restorations will be manufactured in the lab. One concept that we are looking at is automation.

—Steve Edmonds, CDT, Edmonds Dental Prosthetics

Tais Clausen, Co-Founder of 3Shape, announced that their goal is to innovate for superior patient care, and to make it easy to be a doctor or lab, and then I watched how their new releases could accomplish that. Stanley Bergman of Henry Schein focused on the collective difference that a united industry can bring by promoting that good oral care means good healthcare. Norbert Ulmer of Dentsply Sirona conveyed that they are increasing their interface by integrating new software, materials and milling strategies in order to put more intelligence into CAM. Matt Mills, owner of Hybrid Technologies, a small start-up lab in Florida, worked with NextDent by 3D Systems and shared that they listened to his needs and this has rendered higher speed, affordability, and elimination of guesswork. Fernando Catania, regional sales manager for Roland DGA Corporation, eloquently summarized that Roland watches what technicians are doing, respects it, and then dovetails the tools with the behaviors. Throughout these and other high-level meetings with Argen, Ivoclar Vivadent, GC America, Henry Schein/Zahn Dental, Align Technology, Carbon, Kulzer, Zirkonzahn, Amann Girrbach, Straumann and so many more, the clear emphasis was not making a sale, but on being a link to better the profession.

IDS 2019 brought just a taste of what the future might contain and it was exciting. Beyond exciting, it was reassuring to see that in a world filled with changing dynamics, technology, and materials, that the relationship between lab, manufacturer, client and patient remains the priority. No matter what business model you choose, as long as that relationship stays intact, the possibilities are endless.
What were you looking for when you decided to attend IDS?

My main intention is to look at where the global dentistry market is headed. I am always on the lookout for new technologies coming to the U.S lab market, but you often see things that may never make it to the U.S.

Did you learn anything unexpected?

Not unexpected, but this venue allows you to pull pieces of information from so many areas. It is inspiring to see the industry thriving.

Did the experience reach, surpass or fail to meet your objectives? In what way?

It surpassed my objectives in that I was able to connect with many of our core partner companies and meet potential partner companies. I was able to have meaningful discussion and form tighter alliances for the future. These interactions allow us as a laboratory to formulate strategic plans and initiatives for the future.

What was one product that you think U.S. labs need to be on the lookout for?

Not sure there is one product; printing was a big topic both for labs and clinical based activity.

—Robert Savage, Drake Precision Dental Laboratory, CDL, DAMAS
What were you looking for when you decided to attend IDS?

Since this was my first trip I wasn’t sure what to expect. I was hoping to find new and exciting technologies that would represent the direction our industry was going technologically and to network with existing and new strategic partners that would help our business.

Did you learn anything unexpected?

The one major thing I learned is how much AI (Artificial Intelligence) is being used in new software. One great example is Ivoclar’s new IvoSmile software. There is a free iPhone app that can show you an instantaneous smile design or shade lightening in real time video capture. This is game changing. Another is digital face bow technology. There were several companies including 3Shape that have or are developing devices to digitally capture face bow jaw relations which include lateral and protrusive movement scan. This technology will raise the level of dentistry.

Did the experience reach, surpass or fail to meet your objectives? In what way?

The experience of attending IDS far surpassed my expectations. The reality is that I am bringing back so much to our business and our group I represented (TEREC, N.A.) in new technology information.

What was one product that you think U.S. labs need to be on the lookout for?

One product in particular that demonstrated a “sign of the times” is Dentium Implant new scannable impression coping. Like Biomet 3i’s Encode abutment, this is a scannable impression coping that minimizes steps and is enhanced by not disrupting the tissue. This is not available yet in the U.S., however, we will be seeing more of this as other implant companies embrace this concept.

—Joseph Apap, CDT, TE, Town and Country
**IDS Impressions**

**What were you looking for when you decided to attend IDS?**

Milling machines, printers and what was new

**Did you learn anything unexpected?**

Yes, printing of zirconium

**Did the experience reach, surpass or fail to meet your objectives? In what way?**

Surpassed. The IDS is the “World’s stage of dentistry.” The show always has a way to amaze a person.

**What was one product that you think U.S. labs need to be on the lookout for?**

Staying on top of printers and current digital technology.

—Andy Sommer, Durban Labs

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**IDS Impressions**

**What were you looking for when you decided to attend IDS?**

Attendees get a good look at emerging markets. My hope is to see where the opportunities are so that I can be a first mover into that market. When I went to IDS two years ago I was looking at aligners and I saw maybe 2-3 companies compared to 30-40 this year. If I had shown up this year just starting to look at aligners I’m behind. Not only do I seek opportunities but I look at potential threats to my business.

**Did you learn anything unexpected?**

No, but I did see higher levels of automation and true robotic integration, 3Shape’s auto-design of posterior crowns, 3D printing, mills, etc. We have to learn how to produce more with less and we can do that with automation.

**Did the experience reach, surpass or fail to meet your objectives? In what way?**

I was much more accomplished this time. It’s important to wander but also to nail down times to talk to the right people. I spent more time at the smaller spaces, which are the up-and-coming companies, and there was a lot of value seeing the technology starting to emerge.

**What was one product that you think U.S. labs need to be on the lookout for?**

Everyone is still working on digital dentures. I saw printable resins and cool interactive technology in the aligner space. I saw one memory polymer where the aligner adapted as the treatment went on. I believe 3Shape has a strong vision of using their technology between the lab and clinic. The new TRIOS 4 with caries detection is innovative in the fact that if every patient got a 2-3 minute intraoral scan during their hygiene appointment, they’d have years’ worth of scans to demonstrate the changes in dentition. This will allow for far superior dentistry if and when doctors embrace it.

—Reed Nunnally, Derby Dental Laboratory, CDL
What were you looking for when you decided to attend IDS?

Since this was my first time, I wanted to experience the world’s largest dental show more than anything. The massive scale didn’t disappoint!

Did you learn anything unexpected?

What surprised me was the booths of some of the European companies we’re familiar with in the U.S. Seeing their huge presence at IDS with booths that would take up 1/3 of the show floor in Chicago, jammed shoulder to shoulder with “fans” really impressed me. I have a newfound respect.

Did the experience reach, surpass or fail to meet your objectives? In what way?

On one hand, the show exceeded my expectations by the sheer number of attendees. It was sometimes tough to get from one place to another. On the other hand, I had heard so much hype about the show that I was expecting a Las Vegas atmosphere, things that would blow my mind. It’s really just a dental show, but on a bigger scale.

What was one product that you think U.S. labs need to be on the lookout for?

Printed ceramics. There was one company that was showing a 3D printer that could print a green state ceramic. It wasn’t near ready for release, but it’s coming!

—Susan van Kinsbergen, CDT, Dental Arts Laboratory

IDS Impressions