

TECHNOLOGY

KAVO™ INTRODUCES EXPANDED PRODUCT PORTFOLIO

SUBMITTED BY KAVO™

For more than 100 years, dental excellence has been an ongoing pursuit of the KaVo™ brand. Dentists worldwide associate KaVo with quality and innovation. This year, KaVo is excited to introduce an expanded product portfolio in North America that includes innovative treatment units and advanced imaging solutions, all under the KaVo name.

COMBINING SOREDEX™ AND INSTRUMENTARIUM DENTAL™ BRANDS

The imaging portfolio will look familiar to dentists who stay on top of leading-edge innovations and patient-centric solutions. The KaVo imaging portfolio is the result of combining Instrumentarium Dental™ and Soredex™ brands under the KaVo name. These brands have long stood shoulder-to-shoulder as part of the KaVo Kerr Group and will be joining forces to provide excellent consolidated service, support, and product development.

COMPREHENSIVE IMAGING PORTFOLIO

With over 350 years of combined experience, several million installed imaging products, local skills in over 100 countries, and the expertise of thousands of specialists, KaVo offers a comprehensive portfolio of imaging solutions for everything from routine dental applications to advanced surgical needs.

SIMPLIFIED, MORE EFFICIENT WORKFLOW

The goal is not to reinvent the wheel, but to lay the foundation for a simplified, more efficient workflow. Take, for example, the ORTHOPANTOMOGRAPH™ OP 3D Pro—the flagship product of the new KaVo imaging portfolio. Discerning dentists



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—Dr. Terry Work

may remember it as Instrumentarium Dental's ORTHOPANTOMOGRAPH™ OP300 Maxio. All the advanced features and ease-of-use associated with the OP line is carried over to the OP 3D Pro.

3D UNIT PROVIDES VALUE FOR PATIENTS AND PRACTICE

“There is a lot of technology available today,” says Dr. Terry Work, a Scottsdale, Arizona-based dentist and OP 300 user, “not all of which makes you a better dentist. Some technologies do, and some are just cool. I can't jump on every technology bandwagon, but when I recognize something that provides value for both the patient and my practice, it gets my attention.”

3D SYSTEM MAKES ME A BETTER CARE PROVIDER

“I chose to invest in a 3D unit,” Dr. Work continues, “in order to provide my patients with a better experience and allow them to feel comfortable making

major treatment decisions here in our practice. I deal with sales representatives all the time who talk to me about profit centers. This wasn't about that for me. It has done that, but this 3D system also makes me a better care provider.”

KAVO TO CONTINUE TO SUPPORT INSTALLED PRODUCTS FROM ORIGINAL BRANDS

The KaVo imaging merger allows Dr. Work to continue with the sales support and service he's come to value. All installed products from the original brands will continue to be fully supported by KaVo, including replacement parts, servicing, and warranty claims under the original brands. **B**

Proven category leadership takes a new form and wide-ranging expertise continues from a name you trust: KaVo. For more details, go to imagine.kavo.com or call 1.888.ASK.KAVO.

Dr. Work is a paid consultant of KaVo Kerr