



Competence | Quality | Service

High quality dentures at affordable prices

 **dentaltrade**[®]
...faire Leistung, faire Preise

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Introduction

*dentaltrade Managing Directors
Sven-Uwe Spies, MBA, and master
dental technician Wolfgang Schultheiss
represent the quality of dentaltrade
products from our own dental lab.*



► Welcome to dentaltrade!

This brochure gives you the chance to get to know dentaltrade a little better.

Take a little time and find out a few things about the way we work, about our core competencies and high quality standards.

Since the establishment of our business in 2002, more than 3,000 dental practices and over 180 dental labs throughout Germany and Europe have put their trust in our high-quality dentures as an alternative and supplement to their local dental lab.

This trust has made us one of the three leading international providers of quality dentures in Germany today. As a company with headquarters in Bremen, we feel committed to Hanseatic values – that is thinking beyond our

own borders and keeping the interests of customers, business partners and employees in mind. This is more important and relevant than ever in our globalized world. We reconcile these virtues with innovative technologies and up-to-date services. Even in turbulent times we see ourselves as a reliable pilot and strong partner at your side. Our success speaks for itself: we are growing, expanding our team and developing our services for you. In doing so, we never lose sight of our goal to guarantee best quality at affordable prices. Our wish for you is to always be a step ahead, and we would be happy to help you achieve this goal: with high-quality dentures at affordable prices.

See for yourself! We hope you will enjoy reading our brochure.

Sven-Uwe Spies

Wolfgang Schultheiss

Company history



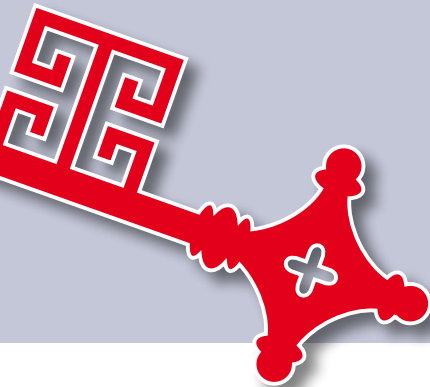
► From idea to success

Making it possible for each patient to get the best-possible dentures at an affordable price – that was the common vision that brought the two dentaltrade managers Wolfgang Schultheiss and Sven-Uwe Spies together in 2002. The company dentaltrade was formed on the basis of experience gained in dental technology, marketing, logistics and service.

The idea of high-quality dentures at affordable prices was realized with the establishment of our own TÜV-certified master laboratory. At company headquarters in the Hanseatic city of Bremen a team of master dental technicians was entrusted with final quality control. Spies and Schultheiss developed a sophisticated logistics system that supplies dental practices throughout Germany and guarantees quick delivery. Right from day one dentaltrade took advantage of the price advantages found in global markets without sacrificing quality standards.

► The concept has proven effective

Since its establishment, the company has grown to an enterprise with more than 100 regular employees and supplies more than 3,000 dental practices and over 180 dental labs throughout Germany. Today, after several moves due to growth, dentaltrade is located in the "Area of Innovations", the Science & Technology park of the University of Bremen.



► The success story continues

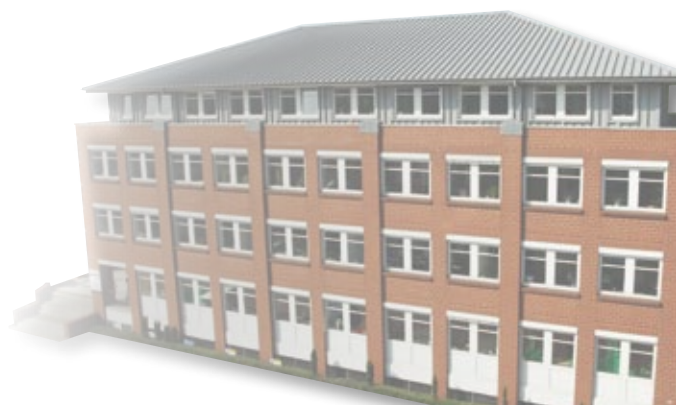
The Austrian dentaltrade subsidiary was established in March 2006.

In order to adequately react to growing order volumes and to guarantee highest quality, dentaltrade established its own certified master laboratory in 2008, Expert Dental Lab (EDL) in Shenzhen, China.

Quality assurance is much more than lip service. In 2010, dentaltrade was the first company in international provider of quality dentures in Germany to have its operations at company headquarters TÜV-certified.

All production processes and services comply with the internationally recognized DIN EN ISO 13485:2003+AC 2007 standard. Customers benefit from lean processes, greater savings in time and costs, security through transparency and highest product quality.

It is another step dentaltrade GmbH & Co. KG is taking on the way to internationalization and optimization of its services, securing vital competitive advantages for our customers now and in future.



The dentaltrade concept



› The current situation

Competition in the dynamic health care market is becoming more and more intense. Additional service fees vary according to the regulations of the respective country's health care system. The change of the role of patients, who are now informed customers, is only one of the reasons. A modern dental practice is changing more and more into a service provider. Furthermore, dentists are facing completely new challenges.

› Changed market conditions require innovative offers

Expensive offers of local dental labs get the red card from many price- and quality-conscious patients. This is why many medically necessary restorations are not implemented. Reaching new groups of patients and retaining regular patients requires alternative offers for patients in terms of price and quality.

› Making use of potentials

In response to the changed situation in the health care market, the dentaltrade concept combines the advantages of global markets with German quality standards. The result is high-quality dentures at affordable prices produced in-house. Our customers and their patients are always at the center of our work. Our high quality standards guarantee best product quality as well as optimal customized services.



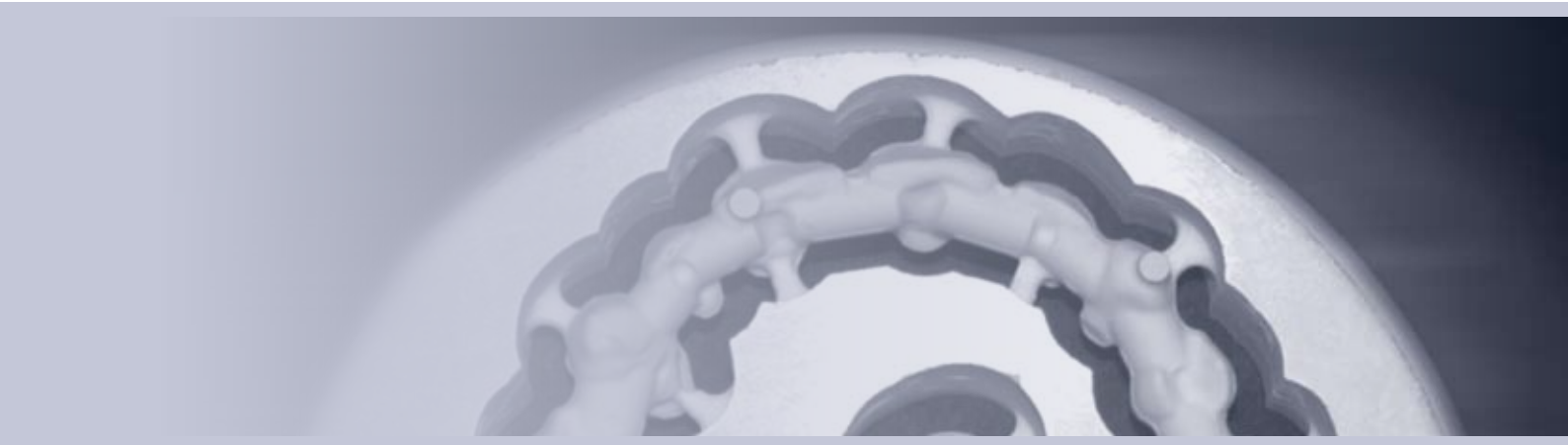
➤ **Simply more value:
dentaltrade Service Plus**

Unlike others, we offer you more service and therefore more value. See for yourself!

Our services

- *Save up to 65 percent, compared to the average prices charged by German laboratories.*
- *The entire range of technical dental services from a single source*
- *Company headquarters and own master laboratory are TÜV-certified*
- *Individual customer service from our special technical service teams incl. designated contacts from day one*
- *All dentaltrade locations are networked by video link, guaranteeing prompt implementation of customer requests*
- *Use of state-of-the-art technologies like CAD/CAM and laser sinter systems*
- *Free individual cost estimates*
- *Sophisticated logistics and on-time delivery*
- *Local express service labs*

Range of technical dental services &



› Range of services

Our product range covers all types of dentures. It is their high quality and aesthetic look at an affordable price that make each product stand out. Your patients can potentially save up to 65 percent compared to the average prices charged by German laboratories. Our portfolio of high-quality products and services provides the ideal conditions for a strong demand!

› State-of-the-art technologies

We are always up to date with dental technology and employ state-of-the-art materials and technologies. We manufacture crowns, bridges, attachment dentures as well as complex telescopic prostheses with primary parts made from materials you and your patients request – zirconium, n.p. or gold. Of course you can also get high-quality implants from us.

› Technical innovations

We achieve highest precision by using the latest manufacturing processes like lock technology, CAD-/CAM-supported production and laser sinter technology. This allows us to produce precisely fitting, highly aesthetic prostheses at an attractive price and to offer our customers the most innovative production techniques and materials to successfully position themselves in a modern dental market.



state-of-the-art technologies



Just some of our dental technology services

Fixed dentures

Crowns and bridges made from precious metals and NEM-alloys

- Ceramic veneers
- Acrylic veneers
- Galvano technology

Inlay technology

- Gold inlays
- Zirconium inlays

Full ceramic crowns and bridges (metal-free)

- Zirconium oxide (CAD-/CAM-procedure)
- Full zirconium

Combined dentures

Combination technologies

- Double crown technique (conus or telescope crown)
- Attachment, lock, anchor systems

Implants

- Implant superstructures (n.p., gold, zirconium)

Removable dentures

- Model casting technique
- Complete dentures

dentaltrade products & materials –



› Guaranteed

Quality is our top priority. We pay special attention to the materials we use. We have been working exclusively with renowned German and European manufacturers for years now. These firm partnerships allow us to focus on the flow of materials from the outset.

› Material safety through CE-marking

All materials used by us in production bear the CE-mark and have been checked for biocompatibility. For your safety and as a sign of our quality standards you will get a declaration of conformity with each product in accordance with the European Medical Products Act. This declaration contains a complete and transparent list of all materials used. We are convinced of our quality. This is why we grant a warranty of up to five years on our dentures.

Examples of materials & manufacturers

<i>Bio Trend Omega</i>	<i>high-gold alloys</i>	<i>Trendgold dental alloys</i>
<i>Bio Trend Maxima</i>	<i>high-gold alloys</i>	<i>Trendgold dental alloys</i>
<i>Trendgold D4</i>	<i>reduced-gold</i>	<i>Trendgold dental alloys</i>
<i>Trendgalvano</i>	<i>high-gold alloys</i>	<i>Trendgalvano dental alloys</i>
<i>Wirobond SG</i>	<i>non-precious metal</i>	<i>Bego</i>
<i>Wironit</i>	<i>CoCr alloys</i>	<i>Bego</i>
<i>Vita 95 Keramik</i>	<i>ceramic veneering materials</i>	<i>Vita Zahnfabrik</i>
<i>Ceramage</i>	<i>Kusto veneering materials</i>	<i>Shofu Dental</i>
<i>ZL-Duolock</i>	<i>Tattachment allowing for activation</i>	<i>ZL-Microdent</i>
<i>Preci-Line</i>	<i>Rod attachment</i>	<i>Ceka</i>
<i>Trenddens der Zahn</i>	<i>Artificial teeth / front/lateral tooth</i>	<i>Trenddens</i>
<i>Merz Selection</i>	<i>Artificial teeth / front tooth</i>	<i>Merz Dental</i>
<i>Merz Integral</i>	<i>Artificial teeth / lateral tooth</i>	<i>Merz Dental</i>
<i>Pro Base</i>	<i>Base resin</i>	<i>Ivoclar Vivadent</i>

on the safe side when it comes to quality



dentaltrade products & materials –



› **Crowns and bridges**

We have a lot of experience in manufacturing individual crowns and bridges. We also manufacture crowns and bridges on all common implant systems.

› **Combined dentures**

Telescopic crowns are a comfortable and aesthetic solution in case of residual dentition. Attachment prostheses allow for a perfect fit and handling.

› **Model casting and full prostheses**

For a simple standard prosthesis we manufacture removable dentures from a model cast. For toothless jaws we manufacture a complete set of plastic dentures.



on the safe side when it comes to quality



dentaltrade products & materials –



► Implants

Implant prosthetics has become an established part of dentistry. Patients' demand for them has steadily increased in recent years.

The only crux – many patients must decide against their desired prosthesis for cost reasons. This is why a competent and flexible lab partner is required to fully meet the increased demand.

As a full service partner we also work for you in the field of implant prosthetics. Whether the plan calls for a single tooth or a complex implant-supported restoration – we offer you attractive implant prosthetics solutions at affordable prices.

Good to know

The first step takes four to five working days longer than with ordinary restoration work. All implant components are ordered in Germany (lab implants, abutments) and the model is made in Bremen. As soon as the model and the relevant implant components are available, they are sent to one of our master labs.

Please note: We do not provide impression posts. They must be ordered by you as the treating dentist.

Your advantages

- You can expand your range of services and gain new patients
- You can implement more treatment and cost plans
- Quality assurance: implant systems of renowned manufacturers like Camlog, Straumann or Nobel Biocare.

on the safe side when it comes to quality



dentaltrade products & materials –



► Laser Sinter

We focus on technical innovations and constantly expand our production processes for the benefit of our customers. This allows us to offer you laser sinter supported production on request and to achieve highest precision and an optimum fit when it comes to dentures. dentaltrade offers you these cutting-edge procedures at excellent conditions.

Good to know

First, a 0.01 to 0.15 mm thick layer of the powdery material is applied with a wiper on a platform in the process chamber of the laser sinter device. Then the surface of the powdery layer is exposed to a focused laser beam. The partially melted powder particles at the exposed places form a finished layer of the later component. The platform is then lowered by the exact thickness of one layer (typically 0.1 to 0.2 mm), a new layer of powder is applied and the surface is again exposed to the laser beam. This process is repeated until the entire structure has been built up from bottom to top.

Your advantages

- Highest production quality
- Perfect precision
- Highest degree of purity
- Absolutely free of tension

on the safe side when it comes to quality



► Zirconium

Beautiful teeth are a luxury each one of us should afford. In real life, however, many patients are forced to settle for less due to the costs. It doesn't have to be like that. With its own milling center, dentaltrade demonstrated that innovative CAD-/CAM-supported manufacturing processes and high-end prosthetic restorations at a fair price are possible. As a dental practice or laboratory, you benefit from a consistently high quality, significant time savings, great flexibility and optimal added value.

Please note:

Ideal results call for a strict compliance with the processing norms. Accuracy with the dental impression is ideally achieved using a specially prepared function spoon. A rounded inner edge is recommended for the chamfer preparation or shoulder. Not to be overlooked is the optimum thickness of material that depends on well-dimensioned spacing and fit.

Your advantages

- CAM-milled and fully veneered
- Up to 14 pontics in a row
- Incredibly natural in colour and look
- Highly bio-compatible



Highest quality from our own dental lab



► Setting standards

When it comes to dental technology, we are setting standards with our state-of-the-art master laboratory in China. We strictly work in accordance with German quality standards and are TÜV-certified under the EN ISO 9001:2000, EN ISO 9001:2008 as well as the latest EN ISO 13485:2003 + AC 2007 standard.

We use the latest technology, such as video telephony, to link all dentaltrade locations with each other. This allows us to work hand in hand even over great distances, to be flexible and promptly implement to your wishes.

► Our own master lab in China

In 2008, Managing Directors Sven-Uwe Spies and Wolfgang Schultheiss established a company laboratory in China. At Expert Dental Lab (EDL), more than 250 dental technicians are already manufacturing quality dentures under the supervision of German master technicians.

► Sustainable operations – world-wide

Whether in Bremen or China, our dentaltrade philosophy obligates us to work according to SA 8000 certification requirements. Accordingly, we provide excellent working conditions for our employees. Modern payment systems, above-average wages and additional employee benefits are all part of this. Our actions are sustainable, fair and transparent. This is how we guarantee that ethical and social standards are complied with throughout the entire process chain.

In addition, our special training system focuses on the long-term development of qualifications and competencies of all our employees.

► Qualification and continued training

The profession of dental technician is constantly advancing. This is why our German and Chinese specialists are continuously attending advanced training workshops after their comprehensive basic training. This allows them to always keep up with the latest developments in German dental technology.

Of course the state-of-the-art technical equipment of our labs also meets these high standards. This allows us to guarantee the highest precision in our work. An advantage for our customers and their patients!





Quality management



► Pooled competence

The dentaltrade headquarters in Bremen are the hub of our operations. From here, over 100 employees take care of your orders, from acceptance to final inspection. Our technical service teams provide individual advice from the very beginning. As soon as we receive your order, a designated team of experienced dental technicians and well-versed medical product consultants is available to you. Your advantage: you won't have to waste time phoning around when you have questions. You are directly put through to your personal contact who will support you with a lot of know-how and commitment.

► Highest quality standards through comprehensive inspections

Each one of your orders undergoes a multi-step inspection process: After receipt of the order our dental technicians check it for completeness and quality of the working documents. If necessary, we will call you right back. Only then we send the order to our own master lab. Thanks to the latest technology, our employees are of course networked and are constantly in touch as if they were working next door to each other. Before the finished dentures start their journey to Germany, a German master dental technician inspects the quality of the

work. Before the dentures are sent to your practice, another final inspection takes place at the headquarters in Bremen in accordance with the "dual control" principle – here special attention is paid to compliance with your order specifications, flawless workmanship and discriminating aesthetics of the product.

► Our special dentaltrade service

In individual cases and after consultation with one of our responsible master technicians at headquarters in Bremen, some steps in the manufacturing process can also be handled in our express service labs in Germany – please contact us!



Quality – signed and sealed

Quality management is an important subject for our company. This is why in 2008 we established a quality management system at our location in Bremen in order to optimize our services. In 2010, we were the first company in our industry to be TÜV-certified under the 13485:2003 + AC 2007 standard. This clearly proves that we provide quality and that we have set standards in terms of quality assurance. The highest quality standards equally apply for our company lab Expert Dental Lab (EDL) in Shenzhen, which is also certified under the EN ISO 9001:2008 as well as the EN ISO 13485:2007 standard.

Order processing & logistics



› On-time delivery

In addition to quality and the compelling aesthetic look of our dentures there is another factor that is important for us: quickness! After all, your patients generally would like to be taken care of as soon as possible. Every day a closely-meshed logistics chain and the full commitment of our employees ensure that our dentures arrive at your place on time and in good condition.

› Simple – thanks to sophisticated logistics

An experienced team and our sophisticated logistics system ensure that everything runs smoothly. We work together with TNT, DHL and Lufthansa Cargo as designated logistics partners. No matter where in Europe your practice is located: our express service picks up the order from you and delivers the finished product to your practice on time.

› Customer-oriented order processing

Our delivery times hardly differ from those of local labs. Generally, deliveries to any European country are possible without problems. To facilitate coordinated scheduling in your practice, we will already tell you when the finished product will arrive at your practice when you place the order.



➤ **This is how the dentures get to your place:**

1.

- Clarification of open questions and order placement
- Pickup of the order by our logistics partner
- Delivery to our headquarters in Bremen



2.

- Check of the order and delivered materials
- If necessary, preliminary consultation prior to order processing
- Transfer of order to China per air freight.



3.

- Production of dentures in our master laboratory
- On-site inspections and quality checks



4.

- Return of the finished dentures to Bremen
- Final inspection at headquarters in Bremen



5.

- Delivery of dentures to your practice



Social responsibility



► What we stand up for

Again and again the media report on child poverty in Germany. dentaltrade GmbH & Co. KG doesn't look the other way but assumes responsibility and gets involved in social issues if it can make a contribution to their solution. We support numerous social projects within the scope of our social responsibility.

In addition to direct donations, one Euro of every denture we process goes directly to selected child and youth projects. We have, for example, supported the initiative "Ein Zuhause für Kinder" of the Protestant parish of St. Matthew in Bremen-Huchting from the very beginning. The goal of the project, acknowledged by German Federal President Christian Wulff in 2010 as exemplary, is to create a place for disadvantaged kids where they can feel safe and secure.

Since 2007, dentaltrade has in particular shown its commitment as main sponsor of the charity initiative Wolkenschieber Gala. This gala event takes place every two years in the Bremer Maritime & Congress Center and offers a top-class combination of artistic performances and culinary delights. The Wolkenschieber Gala is financed by donations. 100 percent of revenues from ticket sales go to non-profit organizations.

In 2009, the revenues from the Wolkenschieber Gala were donated to the Children's Hospice Jona, EPSYMO e.V., Schattenriss e.V., "Ein Zuhause für Kinder", the Center for Grieving Children and Youths e.V. as well as to the Peter Maffay Foundation. dentaltrade will also support the Wolkenschieber Gala as main sponsor in 2011.



For more information go to:
www.wolkenschieber.info
www.zuhausefuerkinder.de
www.dentaltrade-restoration.com
and click on Responsibility.



Contact information



Customer Service

Our customer service will provide you with basic information on our services, products and the processing of orders.



Technical Service Teams

You can discuss technical questions with your personal contact in our technical service teams.



Cost Estimate Department

Our competent and friendly staff will help you answer any questions having to do with prices and the cost of dentures. They will quickly prepare a non-binding cost estimate for you.



Accounting Department

We also count on transparency when it comes to costs. Do you have questions regarding your bill? Our specialists are happy to help you.



► This is how you can reach us:

Monday – Thursday
8:00 a.m. – 6:00 p.m. (CET)

Friday
8:00 a.m. – 4:00 p.m. (CET)

Ph: +49 (0) 421 247 147-0
Fax: +49 (0) 421 247 147-9
Toll-free: (00800) 247 147-77

E-Mail: service@dentaltrade-restoration.com
www.dentaltrade-restoration.com

Our website informs you about our services and the practical processing of your orders. This is where you find the latest offers and news all around dentaltrade. Dentists can use our toll-free service number (00800) 247 147-77 to directly contact our departments.

► Contact for journalists:

Name: Claudia Schallenberg
E-Mail: claudia.schallenberg@dentaltrade.de

Imprint & directions



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Text

dentaltrade-media, DIALOG Public Relations

Layout

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Print

Schintz Druck GmbH & Co. KG

Stand: 02/2011

► Directions



