



## Technology | Quality | Service

High quality dentures at affordable prices



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# Introduction

## *Welcome to dentaltrade!*

This brochure gives you the opportunity to get to know dentaltrade more closely. Take some time and learn some useful facts about the functioning of our company, our core competencies and high quality standards. Since our foundation in 2002, around 4,000 dental practices and over 180 dental laboratories from all over Germany, Austria and Norway trust in our high-quality dental prostheses as an alternative and supplement to your dental lab on site.

This confidence has resulted in us being today one of the leading manufacturers of internationally produced quality dental prostheses. As a Bremen-based company we are bound to Hanseatic values – thinking beyond our own borders, while at the same time dealing responsibly in terms of customers, cooperation partners and employees is more important and current than ever before in our globalised world. We provide these virtues in combination with innovative technology and modern facilities. Even in stormy times we see ourselves as a reliable guide and a strong partner at your side.

Our success is proving us right: we are growing, enlarging our team and expanding our services for you. In doing this we keep our goal firmly in sight – to guarantee best quality at reasonable prices. We want you to be always one step ahead and thus we gladly accompany you to your goal: with high-quality dental prostheses at affordable prices.

Convince yourself! We hope you enjoy reading this...



Wolfgang Schultheiss  
Managing Partner



Mürgerref Stöckemann  
Chief Executive Officer



Sven-Uwe Spies  
Managing Partner



# Company history

## *From the idea to success*

To allow an optimal supply of dental prostheses at affordable prices for every patient - this common vision brought together two dentaltrade Managing Directors Wolfgang Schultheiss and Sven-Uwe Spies in the year 2002. Based on long-standing experience in dental technology, marketing, logistics and service, the company dentaltrade came into being.

The idea of high-quality dental prostheses at affordable prices was realised at our own TÜV-certified master laboratory in the Far East. At the company's headquarters in the Hanseatic City of Bremen, a team of master dental technician was entrusted with the final quality control. Spies and Schultheiss developed an elaborate logistics system that reaches dental practices nationwide and ensures fast delivery times. Without sacrificing quality standards, dentaltrade made the price advantages of global markets usable from the first minute.

## *The concept has proved to be successful*

Since its foundation, the company in Bremen has grown to a base of over 100 employees and cares for about 4,000 dental practices as well as over 180 dental laboratories all over Germany. After several moves attributable to growth, dentaltrade is currently located in the "Area of Innovations", the Technology Park of Bremen University.

Due to the expansion, Mürgerref Stöckemann, as Managing Director, has been placing particular emphasis on the dynamic dental market since March 2014. Stöckemann is focussing on innovative service tools in order to systematically continue the growth.

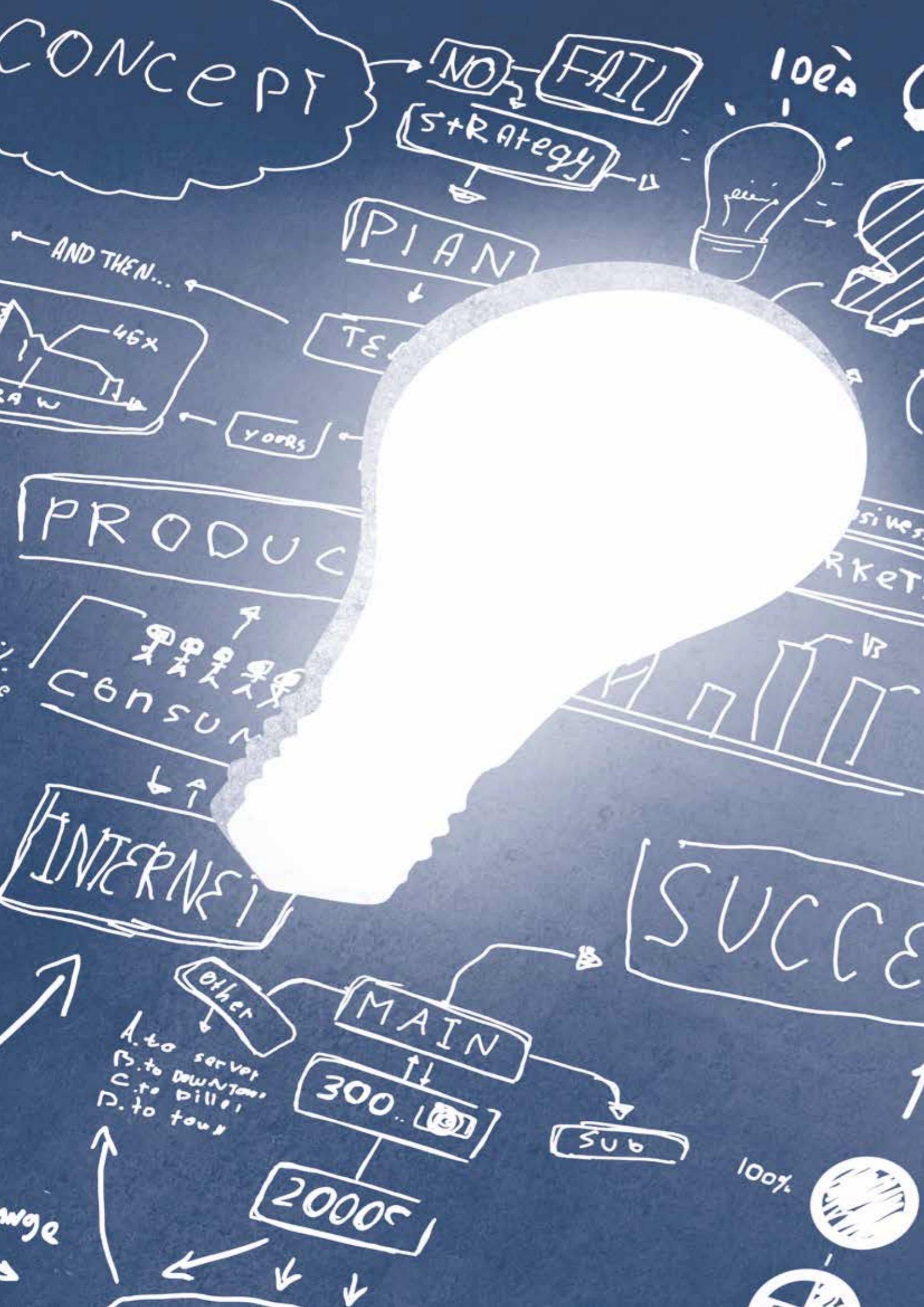
## *The success story continues*

In March 2006, the dentaltrade branch for Austria was founded. Since 2012, dentaltrade has established additional branches in Norway and the Netherlands. In the Summer of 2007, dentaltrade launched the first and still today one of the largest dental expert networks – netzwerk zahn®. This brings together service-providers of the dental market and thus offers registered partner practices providing attractive one-stop services.

In order to respond adequately to the growing volume of orders and to ensure highest quality, dentaltrade has since 2008 operated its own certified master laboratory with Expert Dental Lab (EDL) in Shenzhen, China.

Thus quality assurance is much more than just lip service. As first company in its sector, dentaltrade had its company headquarters successfully TÜV-certified it the year 2010. In 2013, the successful recertification ensued according to the latest standards. All manufacturing processes and services are TÜV-certified according to DIN EN ISO 13485 as well as DIN EN ISO 9001 and thus comply with the highest quality standards. Customers benefit from lean processes, greater time and cost savings, security through transparency as well as highest product quality.

In 2010, our own milling centre was opened in Shenzhen. A further step towards internationalisation and optimisation of services from dentaltrade GmbH & Co. KG. This provides you with a valuable competitive edge now and in the future.



# The dentaltrade concept

## About the current situation

The competition is intensifying in the dynamic health care market. Declining revenues from medical insurance schemes and the changing role of the patient to informed customer are the reasons. The modern dental practice is developing more and more into a service company. As a result, dentists are confronted with completely new challenges.

## Innovative offerings

Many price- and quality-conscious patients show the red card to high-priced offerings from German dental laboratories. Therefore more and more therapeutic and cost schedules end up in the drawer and necessary medical care is not demanded. Attractive as well as alternative offers for patients in terms of price and quality are in demand to reach new groups of patients and to commit regular patients.

## Making use of potential

Adapted for the changed situation in the health market, the dentaltrade concept combines the advantages of global markets with German quality standards. The result is high-quality dental prostheses at affordable prices from our own production. You and your patients are central to our activity. Our high quality standards guarantee highest product quality as well as optimal and personalised services.

## This is service today

When it comes to service, you can put us under the microscope. Our customers have told us their opinion in the course of a representative survey by the TÜV Saarland. The result: We have already received the TÜV Service Tested seal of approval for the second time with an excellent result. Thus in 2013 we received the rating "VERY GOOD" both for service and in the price/performance category.

## Simply better value: The Service Plus from dentaltrade

Differently from others we offer you more service and thus concrete added value. Find out for yourself!



## OUR SERVICES

- One-stop complete range of dental services.
- TÜV-certified company headquarters and own master laboratory.
- Individual support through our technical service teams with fixed contact persons from the first order
- Networking of all dentaltrade sites through video telephony guarantees the immediate implementation of customer requirements
- State of the art CAD/CAM technologies from our own milling centre such as zircon and laser sintering
- Processing of all current file formats of digital casting
- Free individual estimates
- Elaborate logistics and adherence to delivery dates
- Express service laboratories on site
- Extended payment terms thanks to factoring
- Secure liquidity thanks to partner settlement
- Optimal financing of dental prostheses for patients
- Extension of the patient base through recommendation of the cooperating netzwerk zahn® practices
- Special marketing tools for better positioning of the practice

# Range of dental services & state-of-the-art technologies

## *Range of services*

Our range of products comprises all variants of dental prostheses. Thus each product distinguishes itself by its high quality and aesthetics at a simultaneously affordable price. The savings potential of the equity ratio for your patients is up to 90 percent. With our high-quality offer portfolio, we offer the ideal conditions for strong demand for your services!

## *State-of-the-art technologies*

We are constantly at the cutting edge of dental technology and utilize the most modern, advanced materials and technologies. We produce crowns, bridges, attachment prostheses as well as elaborate telescopic jobs with primary parts made from the materials – zircon, gold or non-precious metal – of your and your patients' choice. Of course with us you also get high-quality implant restorations.



## EXCERPTS FROM OUR SELECTION OF FIXED DENTAL PROSTHESES

### FIXED DENTAL PROSTHESES

*Crowns and bridges made of precious and non-precious alloys as well as zircon oxide*

- Ceramic veneers
- Zircon oxide (veneered, CAD/CAM method)
- All-zircon (fully anatomical milled, painted)
- Acrylic resin veneer

### *Inlay technology*

- Gold inlays
- IPS e.max press inlays combined dental prostheses

### COMBINED DENTAL PROSTHESES

#### *Combined techniques*

- Dual crown technique (telescopic crown)
- Attachment, latch, anchor system

#### *Implant restorations*

- Implant superstructure (non-precious metal, gold, zircon) 2-piece individually milled abutments

#### *Removable prostheses*

- Model casting technique
- Full prosthetics



# Better dentaltrade – excellence in technology, quality & service

## *Technical innovations*

We achieve the highest level of precision by using up-to-date processes such as electroplating and latching techniques. Likewise we use state-of-the-art CAD/CAM technology from our own milling centre such as zircon and laser sintering. Thus we realise precisely fitting and aesthetically high-quality supplies at an attractive price and offer our customers the most innovative manufacturing technology and materials so that they can position themselves successfully in the modern dental market.

## *Trend-setting procedures*

As a service-oriented company, it is natural for us to also offer the processing of digital impressions. Thanks to the innovative intra-oral scanning, you can optimise your practice and laboratory procedures, reduce treatment times, and increase patient satisfaction. We offer manufacturing based on data from digital casting at attractive conditions so that the largest possible number of patients can profit from digital impressions.

## *Know-how through expertise*

The digital impression data sets are processed by our long-standing partner, the leading and most innovative milling centre in Europe. With our own research department and long experience in digital manufacturing, the data from all scanner systems can thus be processed. We also offer everything from a single source, from the order acceptance, through the model manufacturing, to the quality control and the shipping of the finished prosthetics.

## *The dentaltrade data centre*

The placing of the digital orders takes place securely and simply via our dentaltrade data centre at [www.daten.dentaltrade.de](http://www.daten.dentaltrade.de). Subsequently the order processing takes place as quickly and reliably, as you are accustomed to from dentaltrade.

## YOUR BENEFITS

- One-stop service: Time savings through integrated model manufacturing
- Production in Europe's leading and most innovative milling centre
- Processing of all current file formats
- Safe and simple data transfer via the dentaltrade data centre



# Products & materials – on the safe side in terms of quality

## **Guaranteed**

Quality has top priority for us. Special attention is paid to the materials that we use. For years, we have been working together exclusively with renowned brand manufacturers. Thanks to these firm partnerships, we keep an eye on the material flow from the beginning.

## **Material safety thanks to CE marking**

All the materials processed by us during production bear the CE marking and are tested for their biocompatibility. For your safety and as a sign of our quality standards, with each product you will receive a declaration of conformity according to the German Medical Devices Act (MPG). Here the materials used are listed completely and transparently. We are convinced of our quality. We therefore offer up to five years warranty on our dental prostheses - three years longer than the legally prescribed warranty.

## **Crowns & bridges**

We have a wealth of experience in manufacturing tailor-made crowns and bridges. We also manufacture crowns and bridges on all current implant systems.

## **Combined dental prostheses**

Crown and sleeve-coping prostheses are a comfortable and aesthetically pleasing solution for residual dentition. Attachment prostheses allow a perfect fit and handling.

## **Model casting & full prostheses**

In the context of primary care, we produce removable prostheses as model casting. To repair a toothless jaw we create full prostheses made of plastic.



## EXAMPLES OF MATERIALS & MANUFACTURERS

Bio Trend Maxima	High-gold alloys	Trendgold Binder Dental GmbH
Bio Trend Omega	High-gold alloys	Trendgold Binder Dental GmbH
Trendbasic	Reduced-gold	Trendgold Binder Dental GmbH
Trendgold S1-S	Silver Palladium	Trendgold Binder Dental GmbH
Trendgalvano	High-gold alloys	Trendgold Binder Dental GmbH
Wirobond SG	Non-precious metal	BEGO Bremer Goldschlägerei Wilh. Herbst GmbH & Co. KG
Wironit	CoCr alloys	BEGO Bremer Goldschlägerei Wilh. Herbst GmbH & Co. KG
Vita 95 Keramik	Ceramic veneering materials	Vita Zahnfabrik H. Rauter GmbH & Co. KG
Ceramage	Kusto veneering materials	Shofu Dental GmbH
IPS e.max Press	Press All-ceramic	Ivoclar Vivadent AG
ZL-Duolock	T-attachment allowing for activation	ZL-Microdent Attachment GmbH
Preci-Line	Rod attachment	Ceka ANKERVERTRIEB DEUTSCHLAND
Vitalife	Artificial teeth	VITA Zahnfabrik H. Rauter GmbH & Co. KG
DD Bio ZW iso	Framework zircon	Dental Direkt GmbH
Pro Base	Basis resin	Ivoclar Vivadent AG





## Products & materials – on the safe side in terms of quality

### *Implants*

Implant prosthetics have firmly established themselves in dentistry. At the same time the demand from the patients' side has increased steadily in the last years. The only problem - for cost reasons many patients must decide against their desired dental care programme. Therefore, in order to comprehensively meet the rising demand, a competent and flexible laboratory partner is required.

As a full service provider, we are also active in the field of implant prosthetics for you. Whether the supply of a single tooth or an elaborate implant-supported combination work is to be implemented - we offer attractive solutions for implant prosthetics at affordable prices.

### *Good to know*

For implant restorations, the first work step takes about four to five working days longer. All implant components are ordered in Germany (laboratory implant, abutment). The model is produced directly in Bremen. As soon as the model and the corresponding implant components are available, the job is sent to our TÜV-certified master laboratory

### **Please note**

Impression posts are not provided by us, but have to be ordered by you, the dentist.



### YOUR BENEFITS

- Expansion of product range and acquisition of new patients in a targeted manner
- Implementation of more therapy and cost schedules
- Quality assurance: Implant systems of renowned manufacturers such as Camlog, Straumann or Nobel Biocare

# Products & materials – on the safe side in terms of quality

## *Zircon*

Beautiful teeth are a luxury that everybody should afford. In reality, however, many patients are forced to choose second class. This doesn't have to be – dentaltrade provides high-quality zircon restorations at reasonable prices.

Zircon offers excellent characteristics in terms of materials science so that even multiple-span bridges in the posterior region with high masticatory loads are possible. dentaltrade provides with its own milling centre a consistently high quality, significant time savings, greater flexibility and optimum added value.

### **Please note**

Exact compliance with the processing rules is the prerequisite for ideal results. Precision impression is achieved ideally by making a custom-made functional tray. For the chamfer preparation or step, a rounded inner rim is required. Finally, you should ensure well dimensioned available space for optimum material thickness.

## YOUR BENEFITS

- CAM milled and fully veneered
- Up to 14 links in sequence
- Excellent natural colours and aesthetics
- High biocompatibility



## *Laser sintering*

For the benefit of our customers, we apply technical innovations and are continuously expanding our production processes. If requested, we offer you laser sintering-based production, and we can reach highest precision and accuracy of fit in terms of dental restorations. dentaltrade is able to offer you this pioneering procedure on excellent conditions.

## *Good to know*

In the process chamber of the laser sintering unit, a thin layer of the powdered material is first applied with a wiper in a layer thickness of 0.01 to 0.15 mm on a platform. Then the surface of the layer of powder is exposed to a focused laser beam. At the exposed spots, the slightly melted powder particles form a finished layer of the later component. The platform is then lowered by one layer thickness (typical 0.1 to 0.2 mm), a new layer of powder is applied and the surface is then again exposed to the laser beam. This process is repeated until the entire frame is built up layer by layer from the bottom to the top.

## YOUR BENEFITS

- Highest manufacturing quality
- Perfect precision
- High degree of purity
- Absolute absence of tension





# Highest quality from our own master dental lab

## *Setting standards*

With our modern master dental lab in China we are setting standards in terms of dental technology. We work in strict compliance with German quality standards and are certified in accordance with DIN EN ISO 13485 as well as DIN EN ISO 9001. By means of modern technology such as video telephony, we ensure the networking of all dentaltrade sites. This permits us to work hand in hand over long distances, react flexibly and promptly implement your wishes.

## *dentaltrade master dental lab in China*

The dentaltrade directors Sven-Uwe Spies and Wolfgang Schultheiss founded their own master lab in China. At Expert Dental Lab (EDL), more than 280 dental professionals already produce quality dental prostheses under the supervision of German master dental technicians. Since 2010, dentaltrade has had its own milling centre, which is affiliated with the Expert Dental Lab.

## *Acting sustainably – on a global scale*

Whether in Bremen or China, according to the dentaltrade philosophy we adhere to the requirements of the SA 8000 certification. We accordingly offer our employees excellent working conditions. This includes modern remuneration systems, above-average salaries as well as additional benefits. We act in a sustainable, fair and transparent manner. This ensures that ethical and social standards are adhered to during the entire process chain. In addition, we rely on sustainable development of qualifications and competences of all employees by means of a special training system.



## QUALIFICATION & TRAINING

The dental technician's profession is continuously evolving. Therefore, our German and Chinese specialists attend continuous training events after their comprehensive professional training. This permits them to work according to the cutting edge of German dental technology at all times. Naturally, even the modern technical equipment of our laboratories meets these high demands. This permits us to provide highest precision in our work. A benefit for our customers and their patients!



# Quality management

## *Bundled expertise*

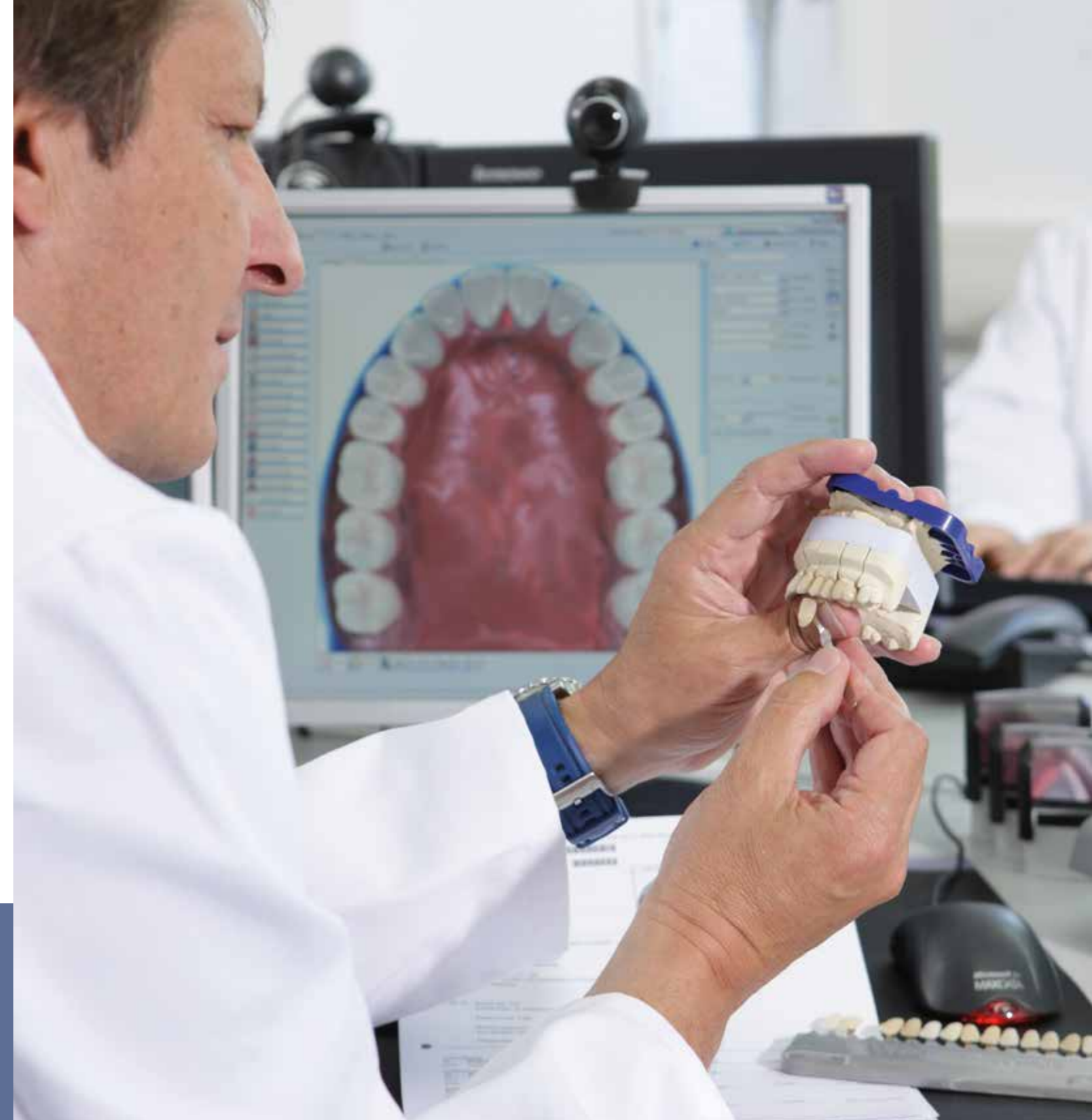
The dentaltrade headquarters in Bremen is the linchpin of our work. From here, more than 100 employees accompany their orders from acceptance to the final inspection. From the beginning, we already offer individual assistance from our technical service teams. As soon as your order reaches us, a permanent team of experienced dental technicians and highly-trained medical product advisers is at your side. Your benefit: In case of queries you will not have to spend your time calling around. You will be connected directly by your personal contact person, who will support you with all possible know-how and commitment.

## *Highest quality standards*

Each of your orders undergoes a multi-stage control process: After the order intake, a control for completeness and quality of the working documents will be carried out by our dental technicians. If necessary, we will contact you immediately. Only then will the order be passed on directly to our master dental lab. Naturally, our employees have access to the best network and are in constant communication thanks to state-of-the-art technology during the entire work process as if they were working door to door. Before the finished dental prosthesis starts its trip from there to Germany, a German master dental technician on site examines the quality of the work. According to the "four eyes principle", another final inspection is carried out at the headquarters in Bremen before the job reaches your practice. Special attention is paid to proper execution according to the order, impeccable processing and sophisticated aesthetics of the product.

## *The special dentaltrade service*

After individual consultation with one of our master dental technicians at the headquarters in Bremen, individual work steps can also be carried out in our express service laboratories in Germany – contact us!



## QUALITY, SIGNED & SEALED

Quality management is an important issue for our company. We have therefore operated a quality management system to optimise our services at our location in Bremen since 2008. Since 2010 we have been TÜV-certified in accordance with DIN EN ISO 13485. As a result, we clearly identify ourselves as quality supplier and have set standards in terms of quality assurance. Highest quality standards apply also to our own laboratory Expert Dental Lab (EDL) in Shenzhen, which is also certified in accordance with DIN EN ISO 13485 and DIN EN ISO 9001.



# Order processing & logistics

## *Adherence to schedules*

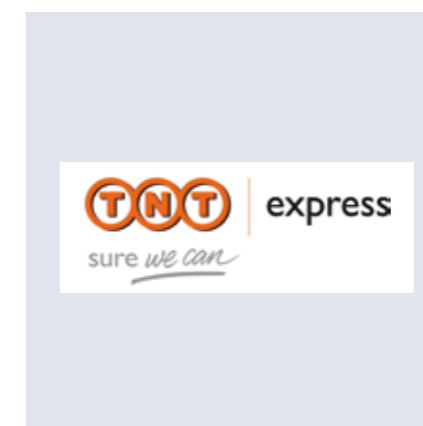
Apart from the quality and the convincing aesthetic appearance of our dental prostheses, another factor is important: Speed! After all, your patients would like to be served as quickly as possible. Day by day a logistics chain, linked down to the last detail, as well as the full commitment of our employees ensures that our dental prostheses will reach you on time and in perfect condition.

## *Customer-oriented order processing*

Our delivery deadlines hardly differ from those of German laboratories. As a rule, the dental prostheses will reach you ten working days after placing the order. Jobs such as implants or elaborate combined jobs, which have to be adapted and modified, take a little more time, just as in the German laboratory. In order to facilitate scheduling in your practice, we will inform you as soon as you place the order, then the completed job will reach you again at your practice.

## *Simply faster thanks to sophisticated logistics*

This smooth flow is made possible by an experienced team and our sophisticated logistics system. We cooperate with TNT, DHL and Lufthansa Cargo as established logistics partners. No matter where your practice is in Germany. The express service collects the order from you and returns the completed product on time to your practice.



## THIS IS HOW YOU WILL GET THE DENTAL PROsthESIS

1.
  - Ordering and clarification of any unanswered questions
  - Collection of the job by our logistics partner TNT or DHL
  - Delivery to our headquarters in Bremen
2.
  - Checking of the order and the materials supplied
  - If required, preliminary discussion of the order
  - Delivery of the order to China or Turkey (air freight)
3.
  - Production of the dental prosthesis in our master dental lab
  - Controls and quality checks on site
4.
  - Production of the dental prosthesis in our master dental lab
  - Controls and quality checks on site
5.
  - Free delivery of dental prosthesis to your practice usually by 12:00 hours



# Social responsibility

## *We show commitment*

Time and time again the media reports about child poverty. We do not turn a blind eye to this, but take responsibility and commit ourselves to social matters to the solution for which we can do our part. Within the scope of our social responsibility we support numerous social projects. In addition to direct donations, one Euro of each dental job leaving our company is donated directly to selected children and youth projects.

Right from the start we supported the initiative of the Protestant community St. Matthäus in Bremen-Huchting "A home for children". The aim of the project, which was awarded the "Deutsche Bürgerpreis", is to create a place for disadvantaged children where they feel safe.

In particular, dentaltrade has since 2007 been supporting the initiative "Die Wolkenschieber". This relief organisation is funded by donations of the charity event "Wolkenschieber Gala". 100% of the proceeds from the sale of the tickets go to charitable organisations.

Our social commitment follows the maxim of "help for self-help" in order to encourage sustainable development.

Since 2012, dentaltrade has been committed to the relief organisation "Vision for Africa" and supports the construction of a dental technician school in Uganda.



## FURTHER INFORMATION

Initiative „Ein Zuhause für Kinder“	>>>	<a href="http://www.zuhausefuerkinder.de">www.zuhausefuerkinder.de</a>
Hilfsorganisation „Die Wolkenschieber“	>>>	<a href="http://www.wolkenschieber.info">www.wolkenschieber.info</a>
Hilfsorganisation „Vision für Afrika“	>>>	<a href="http://www.vision-fuer-afrika.com">www.vision-fuer-afrika.com</a>
Soziales Engagement von dentaltrade	>>>	<a href="http://www.dentaltrade.de">www.dentaltrade.de</a>



# Contact details

## ***Customer, technician and pick-up service***

Our customer service will be happy to support you should you have any questions regarding our services, products, current offers as well as regarding the commissioning of jobs. Special dental questions will be answered by your personal contact person in the technical service teams.

>>> [service@dentaltrade.de](mailto:service@dentaltrade.de)

## ***Quotation department***

Our competent and friendly staff will be happy to assist you in all questions regarding prices and costs of dental prostheses. They will prepare quotations for you at short notice without any obligation.

>>> [info-kv@dentaltrade.de](mailto:info-kv@dentaltrade.de)

## ***Press contact***

Kindly direct press enquiries to our marketing department.

>>> [claudia.schallenberg@dentaltrade.de](mailto:claudia.schallenberg@dentaltrade.de)

>>> [andrea.schumacher@dentaltrade.de](mailto:andrea.schumacher@dentaltrade.de)

## ***Contact us***

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28359 Bremen

Monday – Thursday  
8:00 – 18:00 hours  
Freitag  
8:00 – 16:00 hours

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Fax: +49 (0) 421 247 147-9

Toll free service number: (0800) 247 147-1 (within Germany)  
Patient hotline: (0800) 230 231-1 (within Germany)

[service@dentaltrade.de](mailto:service@dentaltrade.de)  
[www.dentaltrade.de](http://www.dentaltrade.de)

Our website will inform you about our services and the practical aspects. Your orders: Here you will find current offers and news about dentaltrade. Dentists can contact our departments directly using the toll free service number (0800) 247 147-1 (within Germany).



## INFORMATION FOR YOUR PATIENTS

From the dental prosthesis bonus card to financing of dental prostheses, with our flyers and brochures your patients will receive all important information about dental prostheses from dentaltrade.

Please note that these materials are only available in German.

Order free information material now on  
(0800) 247 147-1  
(within Germany) or  
[service@dentaltrade.de](mailto:service@dentaltrade.de)







