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Ivoclar Digital Launches in Chicago

Makers of IPS e.max have exciting new plans focused on improving patient care and predictability for dental professionals

Ivoclar Digital was officially launched last week at the annual Midwinter Meeting and LMT Lab Day in Chicago when Ivoclar Vivadent hosted two capacity-filled days of events at the Hyatt Regency Hotel. More than 1,500 dental professionals participated in the company's VIP receptions and educational programs.

Ivoclar Digital is a new brand from Ivoclar Vivadent that includes milling machines, CAD/CAM materials, patient communication tools and world-class training for dental laboratory technicians and dentists.

"Start it Up," proclaimed Robert Ganley, CEO of Ivoclar Vivadent. "We are focused on creating new opportunities for dental professionals that include improved workflows for efficiency, better predictability and outstanding esthetics. At the end of the day, it's all about the patient. They deserve these outcomes and we intend on delivering. Ivoclar Digital is our promise to the profession and the patient."

The centerpiece of Ivoclar Digital includes four new PrograMill CAD/CAM milling machines, especially designed for fabricating the world's leading restorative material IPS e.max. During the meetings, the organization unveiled two of these units - the PrograMill One and PrograMill PM7. Ivoclar Vivadent also showcased its new "Digital Denture" strategy and augmented reality patient education software by Kapanu.

"The dental industry remains a consistently growing, attractive, and important sector of the healthcare industry," said Ganley. "This is supported by the leadership of dentists, dental laboratories and dental product manufacturers, which has resulted in significant opportunities for more predictable, functional, and esthetic outcomes. Ivoclar Digital embodies these trends."

Ivoclar Vivadent is currently taking pre-orders for the PrograMill One and PrograMill PM7. The company plans on shipping these mills starting in June.

About Ivoclar Vivadent

Ivoclar Vivadent is a global leader in innovative materials and processes for quality, esthetic dentistry. The company employs over 3500 people and operates in over 120 countries throughout the world. Ivoclar Vivadent is headquartered in Schaan, Liechtenstein. Its North American headquarters is based in Amherst, NY. For more information, call 1-800-533-6825 in the U.S., 1-800-263-8182 in Canada.

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