

Media Release

Straumann suspends CEO on four dental implants

Basel, 5 March 2015 – To demonstrate the performance and reliability of Straumann's dental implant system the company has launched a commercial, in which the Group's CEO, Marco Gadola, is suspended upside down from just four Straumann dental implants.

The CEO is carried entirely by three tiny screw threads on four standard Straumann connecting screws measuring 2mm in diameter, inside the implants. This is shown clearly in a supplementary video, which explains how the suspension was performed.

The commercial clip is the cornerstone of an awareness campaign to underline the importance of original Straumann prosthetic components for long-term implant treatment. Together with the supplementary 'making-of' video are both available at www.straumann.com/original.

Compatible is not original

Third-party manufacturers have copied Straumann prosthetic components and claim that their products are 'compatible' with Straumann originals. However, copycat manufacturers do not have access to the exact manufacturing specifications, which are proprietary and strictly confidential to Straumann. Compatible is not original; if the connection between the implant and the abutment is imprecise, it can increase the risk of complications. Long-term scientific evidence¹ underlines the excellent clinical performance of Straumann original prosthetic components.

Non-original abutments are used to cut initial treatment costs - often without the patient being adequately informed of this and the possible consequences. In some cases, the treating dentist is not informed by the laboratory that non-original products have been supplied. Straumann's campaign addresses this by drawing attention to the importance of original components.

More than a promise

Marco Gadola, CEO of Straumann, commented: "Our ultimate goal at Straumann is to instill complete confidence – in our products, our services and our people. By taking part in this campaign personally, I wanted to share my complete confidence in the precision and reliability of implant system with customers – in words and action. I also wanted to highlight my confidence in our specialists. I did not need test results or demonstrations; their word that this would work was enough. The commercial also reflects the innovative and creative power of our team. I wouldn't have done this with any other product on the market."

About Straumann

Headquartered in Basel, Switzerland, Straumann (SIX: STMN) is a global leader in implant, restorative and regenerative dentistry. In collaboration with leading clinics, research institutes and universities, Straumann researches, develops and manufactures dental implants, instruments, prosthetics and tissue regeneration products for use in tooth replacement and restoration solutions or to prevent tooth loss. Straumann currently

employs approximately 2400 people worldwide and its products and services are available in more than 70 countries through its broad network of distribution subsidiaries and partners.

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¹ Wittneben JG, Buser D, Salvi GE, Bürgin W: Complication and failure rates with implant-supported fixed dental prostheses and single crowns: A 10 y retrospective study. Clin Implant Dent Relat Res 2013; (E-pub ahead of print).