

Worldwide Nanotechnology Dental Implant Market Shares Strategies, and Forecasts, 2009 to 2015

https://marketpublishers.com/r/W5D09031047EN.html

Date: July 2009

Pages: 335

Price: US\$ 3,400.00 (Single User License)

ID: W5D09031047EN

Abstracts

WinterGreen Research announces that it has a new study on Worldwide nanotechnology dental implant markets. Worldwide dental implants are poised to achieve significant growth as patients become aware of the health benefits achieved from having viable teeth. Dental implants are in the category of optional surgery and represent the type of consumer spending that is postponed in challenging economic environments.

The companies participating in the dental implant market have found ways to manage infection, providing a higher implant success rate. Implantable devices are more stable in the mouth, permitting fewer dental implant failures. 69% of adults ages 35 to 44 have lost at least one permanent tooth to an accident, gum disease, a failed root canal, or tooth decay. By age 74, 26% of adults have lost all of their permanent teeth. With the number of Americans over 55 growing by 60% in the next 20 years there is plenty of U.S. market opportunity. The baby boomer generation buying power exceeds \$2 trillion in 2009.

The leading six dental implant manufacturers control of the market is based on the need for marketing in this segment, with Nobel Biocare holding the number one market position and Straumann holding a share of almost one-fifth and ranking as the firm number-two player. A large number of small manufacturers earlier accounting for a third of the market have shrunk to 14% of it.

Dental implant market innovations are those that position the vendor companies to meet aesthetic demands and increase clinician productivity. Positioning for profitable business patient care delivery can be challenging for clinicians. Tooth loss, gum and bone disease affect millions of people worldwide, on every continent, in every age



group. Globally, several hundred million people are missing one or more teeth. More than 40 million people are fully edentulous in the Western developed world. These numbers are substantially higher in Asia, Africa and other parts of the world.

Worldwide, weaknesses in the global economy and sagging consumer confidence have led to an unprecedented slowdown in the dental market. Reduced income has kept many patients away from the dentist. People with steady incomes fear losing their jobs and are not spending even if they can afford to. Elective procedures are being postponed.

General practitioners are tending to treat patients in house with conventional alternative treatments, rather than referring them for implant treatment, despite its superiority. Customers are reducing stocks. Dental labs are more hesitant to invest in dental equipment, such as CAD/CAM scanners.

Dental implant market innovations are those that position the vendor companies to meet aesthetic demands and increase clinician productivity. Positioning for profitable business patient care delivery can be challenging for clinicians. Tooth loss, gum and bone disease affect millions of people worldwide, on every continent, in every age group. Globally, several hundred million people are missing one or more teeth. More than 40 million people are fully edentulous in the Western developed world. These numbers are substantially higher in Asia, Africa and other parts of the world.

For 2008 the global dental implant market was 2.3 billion Euros. The market for crowns and bridges is 3 billion Euros. These estimates size the opportunity of the global restorative and esthetic dentistry market. Nobel Biocare is the clear market leader in this market.

The outlook for 2009 is one of a demanding market environment. Deteriorating economic conditions in most markets continue to impact dental implant markets because consumers have less discretionary income. Visibility in economic recovery time remains low.

One of the most active and important current areas of research and application of nanotechnology is in the field of life sciences and healthcare. Many industry and business analysts now expect nanotechnology to revolutionize the pharmaceutical, medical devices, diagnostics and imaging sectors with annual markets of billions of pounds likely within five-ten years.



According to Susan Eustis, lead author of the study, "Nanotechnology has begun to impact the dental implant market in a dramatic manner. By increasing the complexity of the surface topography with the addition of nano-scale calcium phosphate (CAP) crystals new capabilities are available to clinicians. Surface topography plays a determinant role in the bone bonding phenomenon."

Through a discrete crystalline deposition (DCD™) Process in which nano-scale crystals of calcium phosphate are added to the BioMet 3i OSSEOTITE® Dual Acid Etched Surface, a topographic complexity at the sub-micron scale is established. Changes in the surface improve healing and represent dramatic breakthroughs in technology.

Smaller market participants are active in their national markets and compete mainly on price, with limited investments in R&D, training, education, marketing and sales. In countries like Brazil, Russia and India these companies hold over 50% of the market. With the Internet evolving as a channel, larger participants gain market visibility and strategic advantage on return on investment for the dentist.

Expanding use of dental implants by dental surgeons and general practitioners indicates a growth market as soon as consumer confidence is stabilized.

Markets for dental implants at \$3.4 billion in 2008 are anticipated to reach \$8.1 billion by 2015, growing in response to demand for better teeth worldwide. The technology is achieving a maturity level that makes the implants last longer and work in a more reliable manner, stimulating demand from an aging population. This market is poised for rapid growth as soon as the global economy recovers. The technology is more mature, leading to implants that last longer.



Contents

DENTAL IMPLANT EXECUTIVE SUMMARY

Global Dental Implant Market

Nanotechnology Impacts The Dental Implant Market

Dental Implant Market Driving Forces

Innovation Drives Dental Implant Markets

Dental Implant Market Trends

Aging of the Population

Dental Implant Market Shares

Dental Implant Market Forecasts

Dental Implant Market Forecasts Reflect Uncertainty

In The Global Economy

1. DENTAL IMPLANT MARKET DESCRIPTION AND MARKET DYNAMICS

- 1.1 Dental Implant Definition
 - 1.1.1 American Dental Association Recommended Types Of Dental Implants
 - 1.1.2 Dental Implant Longevity
 - 1.1.3 Types of Dental Implants
 - 1.1.4 Titanium Dental Implants
 - 1.1.5 Root-Form Dental Implant
 - 1.1.6 Ramus-Frame Dental Implant
 - 1.1.7 Transosseous Dental Implant
 - 1.1.8 Blade-Form Dental Implant
 - 1.1.9 Types of Dental Implant Devices
- 1.2 Dental Implants Require Follow-Up Treatment
 - 1.2.1 Poor Oral Health And Tooth Loss Associated With Serious Health Problems
 - 1.2.2 Dental Implant Target Markets
- 1.3 Dental Implants
 - 1.3.1 Small-Diameter Dental Implants Increasingly Popular In the US
 - 1.3.2 Clinical Research on Osseo-integrated Dental Implants
 - 1.3.3 Osseo-Integrated Dental Implants Placed In Bone
 - 1.3.4 Success Of Implants Attributed To Osseo-Integration
 - 1.3.5 Implant Failure Higher In Smokers
 - 1.3.6 Proactive, Integrated, And Patient Centric Solutions

2. DENTAL IMPLANT MARKET SHARES AND MARKET FORECASTS



- 2.1 Dental Implant Market Driving Forces
 - 2.1.1 Innovation Drives Dental Implant Markets
 - 2.1.2 Dental Implant Market Trends
- 2.2 Aging of the Population
- 2.3 Dental Implant Market Shares
 - 2.3.1 Nobel Biocare
 - 2.3.2 Straumann
 - 2.3.3 OpenCell BioMed (OCBM)
 - 2.3.4 Zimmer
 - 2.3.5 Zimmer Tapered Screw-Vent Implant
 - 2.3.6 Astra Tech
 - 2.3.7 Astra Tech Implant System
 - 2.3.8 Biomet 3i NanoTite™ Surface
 - 2.3.9 Dentsply
- 2.3.10 Dentsply Frialit Plus Surface Implants –Prevention Instead Of Intervention For Esthetics
- 2.4 Dental Implant Market Forecasts
 - 2.4.1 Dental Implant Market Forecasts Reflect Uncertainty In The Global Economy
 - 2.4.2 Dental CAD/CAM Shipments
 - 2.4.3 Dental Regenerative Materials Market Forecasts
 - 2.4.4 Dental Implant, CAD/CAM, Regenerative Dentistry Shipments, Forecasts
 - 2.4.5 Digital Dentistry
 - 2.4.6 Small Diameter Dental Implant Forecasts
- 2.5 Implant Porous Coatings
 - 2.5.1 Orchid Orthopedic Solutions
- 2.6 Number of Root Canals
- 2.7 Dental Implant Return on Investment ROI Analysis
- 2.8 Dental Implant Regional Analysis
 - 2.8.1 AstraTech in Japan
 - 2.8.2 Dentsply Dental Implant Regional Positioning
 - 2.8.3 Dentsply in the United States
 - 2.8.4 Dentsply Europe
 - 2.8.5 Dentsply All Other Regions
 - 2.8.6 Nobel Biocare in Europe, Middle East and Africa
 - 2.8.7 Nobel Biocare in North America
 - 2.8.8 Nobel Biocare in Asia

3. DENTAL IMPLANT PRODUCT DESCRIPTION



3.1 Nobel Biocare

- 3.1.1 Nobel Biocare NobelActive™ Dental Implant
- 3.1.2 Nobel Biocare NobelReplace™ Dental Prosthetic Flexibility
- 3.1.3 Nobel Biocare / ISI (Imaging Sciences International) Treatment Planning Software Partnership
 - 3.1.4 Nobel Biocare Digital Dentistry
 - 3.1.5 Nobel Biocare Small Diameter Implants And Orthodontic Mini Screws
 - 3.1.6 Nobel Biocare Dental Implant Digital Dentistry
- 3.2 Straumman
- 3.3 Zimmer Dental Implants
 - 3.3.1 Zimmer Tapered Screw-Vent Implant
 - 3.3.2 Zimmer Tapered SwissPlus Implant
 - 3.3.3 Zimmer AdVent implant
 - 3.3.4 Zimmer Straight Screw-Vent Implant
 - 3.3.5 Zimmer Fixture Mount/Transfer Packaging
 - 3.3.6 Zimmer MTX® Selective Surface
 - 3.3.7 Zimmer HA Selective Surface
 - 3.3.8 Zimmer Self-Tapping Implants
 - 3.3.9 Zimmer Snap® Delivery System
 - 3.3.10 Zimmer MTX™ Surface
 - 3.3.11 Zimmer MP-1® HA Surface
 - 3.3.12 Zimmer Surface Options
 - 3.3.13 Zimmer Histomorphometric Evaluations
- 3.4 Astra Tech
 - 3.4.1 Astra Tech Implant System
- 3.4.2 Astra Tech Implant System Atlantis™ -CAD/CAM Patient-Specific Abutments For All Major Implant Systems
 - 3.4.3 Astra Tech Implant System Cresco™
 - 3.4.4 Astra Tech 3D Visualization Of Patient Anatomy
 - 3.4.5 Astra Tech Atlantis™ Patient-Specific Abutments
 - 3.4.6 Astra Tech Nanotechnologies for Life Sciences and Healthcare
 - 3.4.7 Astra Tech Implant Performance Indicators
 - 3.4.8 Astra Tech CAD/CAM Technology
- 3.4.9 Astra Tech Signs Dental Implant Research Agreement with University of Zürich

3.5 Biomet 3i NanoTite™ Surface

- 3.5.1 Biomet Microtopography Of The OSSEOTITE® Implant
- 3.5.2 Biomet Nanotechnology-Based Bone Bonding



- 3.5.3 Biomet NanoTite™ Certain® PREVAIL® Implant
- 3.5.4 Biomet 3i Innovations
- 3.5.5 Biomet 3i NanoTite™ Surface at 50,000X
- 3.5.6 Biomet NanoTite™ Tapered Prevail® Implant
- 3.5.7 Biomet Navigator™ System For CT Guided Surgery
- 3.5.8 Biomet Nano-Scale Calcium Phosphate (CaP) Crystals Surface Complexity At

The Sub-Micron Scale

- 3.5.9 Biomet 3i Navigator™ System -Instrumentation For CT Guided Surgery
- 3.5.10 Biomet Resorbable Collagen Membrane
- 3.5.11 Biomet Research on How Blood Clot Attaches To An Implant
- 3.5.12 Biomet Contact Osteogenesis Optimizes Bone Healing
- 3.5.13 Biomet Increased Bone/Implant Contact Human Histology
- 3.5.14 BioMet NanoTite Implant Advantages
- 3.5.15 Biomet 3i Innovations

3.6 Dentsply

- 3.6.1 Dentsply Frialit Plus Surface Implants Prevention Instead Of Intervention For Esthetics
 - 3.6.2 Dentsply Frialit Plus Stepped Implant Macro-Design
- 3.6.3 Dentsply Frialit plus Stepped Implant Micro-Design
- 3.6.4 Dentsply XiVE® plus Implants & XiVE® TG plus Implants & Prosthetics
- 3.6.5 Dentsply Implant Placement
- 3.6.6 Dentsply XiVE GraphicXiVE Plus
- 3.6.7 Dentsply XiVE TG Transgingival Plus
- 3.6.8 Dentsply Surface Design
- 3.6.9 Dentsply XiVE TG GraphicXiVE TG Bar Coping Offers Versatility when

Fabricating Bar Constructions

- 3.7 OpenCell BioMed (OCBM)
- 3.8 Coatings For Dental Implants
- 3.9 Spire
- 3.10 Orchid Orthopedic Solutions
- 3.11 Bicon Short Dental Implants

4. DENTAL IMPLANT TECHNOLOGY

- 4.1 Surface Treatments for Medical Applications
 - 4.1.1 Coating and Surface Treatment
 - 4.1.2 Ion Implantation
 - 4.1.3 Ion Beam Texturing
 - 4.1.4 Radiopaque Coatings



- 4.1.5 Conductive Metal Coatings
- 4.2 Measuring The Thickness Of Polymer Films On Medical Implants
 - 4.2.1 Metal-On-Metal Implant Coating Advantages
- 4.3 Implant Surgery Biomedical Bacterial Infection
- 4.3.1 Late-Stage Infections Caused By Bacterial Spores Circulating In The Vascular System
- 4.3.2 Thin Coatings Can Be Applied To Biomedical Devices With The Aim Of Providing Resistance To Bacterial Colonization
 - 4.3.3 Silver Nanoparticle Based Antibiotic Approaches
- 4.3.4 Fabrication Of A Surface Layer Of Covalently Immobilized Antibiotic Molecules
- 4.4 Medthin Coating Products
- 4.5 Astra Tech Follow-Up Research Summary Of The Radiographic Data Showing An Average Bone Loss
- 4.6 Low Temperature Growth Of Thin Film Coatings For The Surface Modification Of Dental Prostheses
- 4.7 Battery Technology for Dental Implants
 - 4.7.1 Battery Chemistries Technology
- 4.8 Breath Analyzers Detect Disease
- 4.9 Improving Biomaterials For Medical Implant Applications
 - 4.9.1 Bioactive Materials
 - 4.9.2 Forming A Chemical Bond With Bone
 - 4.9.3 Bioactivity Increased Through Surface Modification
 - 4.9.4 Biofilms Multilayered Colonies Of Bacteria
 - 4.9.5 Biofilm Formation
 - 4.9.6 Biofilms As A Major Contributor To Chronic Wounds
 - 4.9.7 Acute or Chronic Infection in Some Biomaterial Applications
 - 4.9.8 Biomaterials Research

5. DENTAL IMPLANT COMPANY PROFILES

- 5.1 Able Electropolishing
- 5.2 Advantage Manufacturing Technologies
- 5.3 AstraZeneca Group
 - 5.3.1 AstraZeneca Revenue
 - 5.3.2 AstraZeneca Group / Astra Tech
 - 5.3.3 Astra Tech Revenue
 - 5.3.4 Astra Tech Acquires Atlantis Components
- 5.3.5 Astra Tech Digital Technology and CAD/CAM Scientific Program
- 5.3.6 Astra Tech acquires Astra Tech AB an Innovative Dental CAD/CAM company



- 5.3.7 Astra Tech Acquires Its Japanese Distributor, Denics International
- 5.4 Autocam Medical
- 5.5 Dentsply
 - 5.5.1 Dentsply Dental Specialty Products
 - 5.5.2 Dentsply New Products:
 - 5.5.3 Dentsply International Revenue
 - 5.5.4 Dentsply International Product and Customer Revenue Segments Information
 - 5.5.5 Dentsply Market Segments
 - 5.5.6 Dentsply Product Innovation
 - 5.5.7 Dentsply United States
 - 5.5.8 Dentsply Europe
 - 5.5.9 Dentsply All Other Regions
- 5.6 DOT GmbH
- 5.7 Implant Sciences Corporation
- 5.8 LVB Acquisition / Biomet
 - 5.8.1 Biomet acquired by Private Equity Consortium
- 5.9 Mack Molding Co.
- 5.10 Nobel Biocare
 - 5.10.1 Nobel Biocare Revenue
 - 5.10.2 Nobel Biocare acquires Alpha-Bio Tec and Medicim
 - 5.10.3 Nobel Biocare Introduces Its New Implant NobelActive
 - 5.10.4 Nobel Biocare CAD/CAM-Based Dentistry
 - 5.10.5 Nobel Biocare Standardized Product Facilities
 - 5.10.6 Nobel Biocare Regional Performance: Increasingly Demanding Market

Environment

- 5.10.7 Nobel Biocare Revenue By Region
- 5.10.8 Nobel Biocare Go-To-Market Approach
- 5.10.9 Nobel Biocare Strategic Positioning
- 5.11 OpenCell BioMed Inc. (OCBM)
- 5.12 Orchid Orthopedic Solutions
 - 5.12.1 Orchid Keller
- 5.13 Raymor
- 5.14 Straumann
 - 5.14.1 Straumann Market Share Gains in Europe and North America
 - 5.14.2 Straumann Innovation Pipeline
 - 5.14.3 Straumann Improves Efficiency And Market Share in 2008
 - 5.14.4 Straumann Net Revenue
- 5.15 Weldon School of Biomedical Engineering--Purdue
- 5.16 Westlake Plastics Company



- 5.17 Zimmer
 - 5.17.1 Zimmer Reports Fourth Quarter and 2008 Revenue
 - 5.17.2 Zimmer Dental Implants
- 5.18 Selected Dental Implant Products and Companies



List Of Tables

LIST OF TABLES AND FIGURES

Table	FS-1	Dental	Implant	Market	Innovat	ions
I abic	-0	Duntai	IIIIDIAIIL	IVIALING	mmovat	iui iu

- Figure ES-2 Biomet NanoTite™ Implant OSSEOTITE® Surface Images
- Table ES-2 Dental Implant Sustainable Market Growth Drivers
- Table ES-2 (Continued) Dental Implant Sustainable Market Growth Drivers
- Table ES-3 Dental Implant Market Driving Forces
- Table ES-3 (Continued) Dental Implant Market Driving Forces
- Figure ES-4 Worldwide Dental Implant Shipments Market Shares, Dollars, 2008
- Figure ES-5 Worldwide Dental Implant Market Forecasts, Dollars, 2009-2015
- Figure 1-1 Dental Implant Image
- Table 1-2 Types of Dental Implant Devices
- Table 1-3 Dental Implant Surface Treatment Methods
- Table 1-4 Dental Restorations Using Implants
- Table 1-5 Dental Implant Restoration Procedures
- Table 1-6 Dental Implant Target Markets
- Table 2-1 Dental Implant Sustainable Market Growth Drivers
- Table 2-1 (Continued) Dental Implant Sustainable Market Growth Drivers
- Table 2-2 Dental Implant Market Driving Forces
- Table 2-2 (Continued) Dental Implant Market Driving Forces
- Table 2-3 Vendor Positioning Strengths
- Figure 2-4 Dental Implant Market Opportunity
- Table 2-5 Clinicians, Surgeons Increasing Dental Implant Treatment Options
- Figure 2-6 Worldwide Dental Implant Treatment Rate
- Figure 2-7 Worldwide Dental Implant Shipments Market Shares, Dollars, 2008
- Table 2-8 Worldwide Dental Implant Shipments Market Shares, Dollars, 2008
- Figure 2-9 NobelBiocare NobelActive Implants
- Figure 2-10 Nobel BioCare Growth Drivers
- Table 2-11 NobelBiocare Commercial Approach To Dental Implants
- Table 2-11 (Continued) NobelBiocare Commercial Approach To Dental Implants
- Table 2-12 Straumann New-Generation Bone Level Implant Advances
- Table 2-12 (continued) Straumann New-Generation Bone Level Implant Advances
- Figure 2-13 Straumann Dental Market Positioning
- Figure 2-14 Straumann Dental Tooth Replacement By Indication
- Table 2-15 Straumann Product Innovation
- Figure 2-16 Zimmer Dental Implants
- Figure 2-17 Dentsply Implant System Provides Lasting Implants



Figure 2-18 Worldwide Dental Implant Market Forecasts, Dollars, 2009-2015

Table 2-19 Worldwide Dental CAD/CAM Shipment Forecasts, Dollars, 2009-2015

Table 2-20 Worldwide Dental Implant Shipments, Forecasts, Units and Dollars, 2009-2015

Table 2-21 Worldwide Dental CAD/CAM Shipments, Forecasts, Dollars, 2009-2015

Figure 2-22 Worldwide Dental Regenerative Materials Shipments, Dollars, 2009-2015

Table 2-23 Worldwide Dental Implant, CAD/CAM, Regenerative Dentistry Shipments,

Forecasts, Dollars, 2009-2015

Figure 2-24 Worldwide Dental Implant, CAD/CAM, Regenerative Dentistry Shipments,

Forecasts, Dollars, 2009-2015

Table 2-25 Noble Biocare New Technology Doubles Addressable Market

Figure 2-26 Fastest Growing Sectors in Dentistry

Figure 2-27 Dental Implant Market Penetration

Figure 2-28 NobelBiocare Platform for Dental Implant Sustainable Growth

Figure 2-29 NobelBiocare Platform for Dental Implant Sustainable Growth

Figure 2-30 Dental Implant Regional Market Segments, Dollars, 2008

Table 2-31 Regional Dental Implant Shipment Analysis Market Shares, Dollars, 2008

Table 2-32 Dental Implant Regional Analysis Factors

Table 3-1 Nobel Biocare Dental Implant Solutions Indications

Figure 3-2 Nobel Biocare Dental Implant Solutions

Figure 3-3 Nobel Biocare Dental Implant Solutions

Table 3-4 Nobel Biocare NobelActive™ Dental Implant Features

Figure 3-5 Nobel Biocare NobelActive™ Dental Implant Features

Table 3-6 Nobel Biocare NobelActive™ Dental Prosthetic Flexibility

Table 3-7 Nobel Biocare NobelReplace™ Dental Prosthetic Flexibility

Table 3-8 Nobel Biocare NobelReplace™ Comprehensive Prosthetic Flexibility

Figure 3-9 Nobel Biocare Dental Implant Q2 2009 Solution Launches

Table 3-10 Nobel Biocare Dental Implant Digital Dentistry Aspects

Figure 3-11 Nobel Biocare Dental Implant Digital Dentistry

Table 3-12 Nobel Biocare Dental Implant Comprehensive Prosthetics

Table 3-13 Nobel Biocare Dental Individualized Prosthetics Comprehensive Product Line

Table 3-13(Continued) Nobel Biocare Dental Individualized Prosthetics Comprehensive Product Line

Table 3-13(Continued) Nobel Biocare Dental Individualized Prosthetics Comprehensive Product Line

Figure 3-14 Nobel Biocare Dental Implant Digital Dentistry

Figure 3-15 Nobel Biocare Nobel Procera Product Benefits

Figure 3-16 Nobel Biocare NobelProcera Scanner



Figure 3-17 Nobel Biocare Dental Implant Digital Dentistry

Figure 3-18 Nobel Biocare Dental Implant Digital Dentistry Software Features

Figure 3-19 Nobel Biocare Dental Implant Digital Dentistry Treatment Planning

Table 3-20 Straumann Product Innovation

Table 3-21 Straumann Flexibility and Ease of Use

Figure 3-22 Straumann Osseointegration And Secondary Stability Capabilities

Figure 3-23 Straumann Comprehensive Dental Implant Solutions

Figure 3-24 Straumann Comprehensive Dental Solutions

Figure 3-25 Straumann Comprehensive Product Portfolio

Figure 3-26 Straumann Regeneratives Capabilities

Figure 3-27 Straumann Dental Implant Capabilities

Figure 3-28 Straumann Dental Implant Regenerative Capabilities

Table 3-29 Straumann Roxolid Features

Table 3-30 Straumann Roxolid: Next Generation, High Performance Material With Benefits

Figure 3-31 Zimmer Dental Implants

Figure 3-32 Zimmer Tapered Screw-Vent Implant

Figure 3-33 Single-stage Tapered SwissPlus implant

Figure 3-34 Zimmer Spline Twist

Table 3-35 Zimmer SwissPlus implant

Table 3-36 Zimmer Dental SwissPlus Single-Stage Implant System

Table 3-36 (Continued) Zimmer Dental SwissPlus Single-Stage Implant System

Figure 3-37 Zimmer MTX Grit-Blast Machined Titanium Implant Surface With

Hydroxylapatite (HA) particles

Figure 3-38 Zimmer Implant

Table 3-39 Astra Tech Dental Implant System™

Table 3-39 Astra Tech Dental Implant System Surgical components

Table 3-39 (Continued) Astra Tech Dental Implant System Restorative Components

Table 3-39 (Continued) Astra Tech Dental Implant System Restorative Components

Table 3-39 (Continued) Astra Tech Dental Implant System Restorative Components

Table 3-39 (Continued) Astra Tech Dental Implant System Restorative Components

Table 3-39 (Continued) Astra Tech Dental Implant System Restorative Components

Table 3-40 Astra Tech Implant System™

Table 3-41 Astra Tech Facilitates SimPlant™ Software From Materialise Complete Planning System

Table 3-42 Astra Tech SimPlant™ Materialise Software Program

Table 3-43 Astra Tech BioManagement Communication Tool

Table 3-44 Astra Tech Positioning of Nanotechnologies for Life Sciences and Healthcare



Table 3-45 Biomet Products

Table 3-45 (Continued) Biomet Products

Table 3-46 Biomet Nanotechnology-Based Bone Bonding Implants-

Table 3-47 Biomet Nano-Scale Calcium Phosphate (CaP) Crystals

Figure 3-48 Biomet 3i NanoTite™ Surface Instruments and Materials

Figure 3-49 Biomet 3i NanoTite™ Surface at 50,000X

Table 3-50 Biomet NanoTite Implants

Figure 3-51 Biomet NanoTite™ Implant OSSEOTITE® Surface Images

Figure 3-52 Biomet NanoTite™ Implant Surface Image

Table 3-53 Biomet 3i NanoTite Implant Benefits

Figure 3-54 Biomet 3i Innovations

Figure 3-55 Dentsply Ankylos Dental Implant System

Figure 3-56 Dentsply Ankylos Dental Implant System Load Design

Figure 3-57 Dentsply Ankylos Dental Implant Data System Design

Figure 3-58 Dentsply Ankylos Dental Implant Data System Thread and Load Design

Figure 3-59 Dentsply Ankylos Dental Implant Abutment Diameter

Table 3-60 Dentsply Frialit Plus Surface Esthetics Aspects

Figure 3-61 Dentsply Frialit Plus Stepped Implant Surface Design

Figure 3-62 Dentsply Friadentz Plus Stepped Implant Surface Design

Table 3-63 Dentsply XiVE® Plus Implants

Table 3-64 Dentsply XiVE TG Implant Benefits

Figure 3-65 Dentsply Bar Coping

Table 3-66 Dentsply Prefabricated Components

Table 3-67 OpenCell BioMed Inc. (OCBM) CNRC Phase-2 Report Results

Table 3-67 (Continued) OpenCell BioMed Inc. (OCBM) CNRC Phase-2 Report Results

Figure 4-1 Ion Bond Medthin Coating Products

Table 4-2 Dental Bone Grafting Materials

Table 4-3 Dental Bone Grafting Procedures

Table 4-4 Dental Bone Grafting Research and Development

Figure 4-5 Dental Implant Alternative Treatments

Figure 4-6 Straumann Efficiency Gain - CAD/CAM Prosthetics

Figure 4-7 Dental Implant Alternative Treatments

Figure 4-8 Dental Implant Alternative Treatments

Figure 4-9 Straumann Roxolid: Next Generation, High Performance Material Benefits

Table 4-10 NobelBiocare NobelProcera Technology

Table 4-11 Battery Chemistries At The Forefront For Implantation Devices

Figure 4-12 Biofilm Formation

Figure 5-1 AstraZeneca Regional Sales Revenue

Table 5-2 5-8 Astrazeneca Regional Revenue



Table 5-3 Dentsply New Products:

Table 5-4 Biomet Target Markets

Table 5-5 Biomet Product Portfolio

Table 5-6 Nobel Biocare Revenue By Region in EUR Million

Table 5-7 Nobel Biocare Strategic Positioning

Figure 5-8 Zimmer Analysis of Revenue by Product Segment and Region

Figure 5-9 Zimmer Sales by Product Segment and Geographical Segment

Table 5-10 Zimmer Positioning

COMPANIES PROFILED

Astra Tech

Dentsply

LVB / Biomet

Able Electropolishing

Denics International

Advantage Manufacturing Technologies

AstraZeneca Group

Autocam Medical

DOT GmbH

Implant Sciences

Nobel Biocare

Straumann

Zimmer

Mack Molding

OpenCell BioMed Inc. (OCBM)

Orchid Orthopedic Solutions

Orchid Keller

Raymor

Weldon School of Biomedical Engineering--Purdue

Westlake Plastics Company



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