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Anthogyr's International Corporate Magazine



FOCUS ON ANTHOGYR'S INDUSTRIAL EXPERTISE

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DENTAL SURGEON,
IMPLANTOLOGIST & GILLES
GIORDANENGO, DENTAL
TECHNICIAN

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DESTINATION
GROWTH

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Anthogyr
PRIME MOVER IN IMPLANTOLOGY

Letter
from
the MD



AXIOM® MULTI LEVEL® OPENS A NEW PATH FOR IMPLANTOLOGY. ”

2016 was an eventful year for Anthogyr.

After the unprecedented partnership with the Straumann group, a strong development opportunity for Anthogyr, we are now launching the new Axiom® Multi Level® range, a unique approach in implantology, during the ADF congress. Seen for the first time in the market, we offer total compatibility between the Bone Level and Tissue Level philosophies, as well as the new, exclusive inLink® connection, integrated with Simed® prosthetics.

This new, innovative and bold solution falls within the strategy we've been developing since 2010. It confirms our intention to offer increasingly high-performance products and make them accessible to as many people as possible.

Marketing of the Axiom® Multi Level® range in France and Belgium begins at the end of March. The IDS trade fair in Cologne will offer the opportunity to launch the product on the German market.

In addition, Anthogyr continues to expand its presence in Europe with the opening of our subsidiary in Great Britain.

Finally, in 2017, Anthogyr celebrates 70 years! An anniversary year filled with surprises...

See you soon

Éric GENÈVE,
CEO

www.anthogyr.com



IN 2016

408

CONTRIBUTORS

+213%

TURNOVER

IN 11 YEARS

R&D

7% OF TURNOVER

2016 TURNOVER

44,4 million €

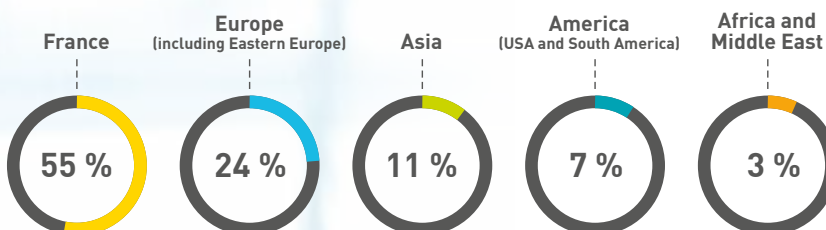
SPECIALIST AREA DISTRIBUTION

IMPLANTOLOGY (70%)

DENTAL
EQUIPMENT (12%)

MANUFACTURING (18%)

GEOGRAPHICAL AREA DISTRIBUTION



inSide

The International Corporate Magazine of Anthogyr

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“ ANTHOGRYR GETS A BOOST ”



Angulated Access: Simplified use and enhanced patient comfort with Simedra® prostheses

Angulated Acces enables you to adjust the position of the screw channels of your customised **Simedra®** multiple screw-retained prostheses on **Multi Unit Axiom®** BL abutments. This solution is available for all screw channels, on platforms \varnothing 4.0 or 4.8, titanium or cobalt-chrome prosthesis. Angulated Access offers the advantage of up to 25° angulation for aesthetic and functional optimisation. It promotes indications for screw-retained prostheses and improves their durability. Also available on Multi-Unit Nobel Biocare®.



Christian Grau takes the lead of Anthogyr's German branch



Christian Grau joins Anthogyr GmbH as CEO. **As an engineer in materials science, he spent over 20 years at Dentsply, a global industry leader.** His professional career has led him to a number of high-ranking positions. **Christian's extensive knowledge of the German market will promote the development and success of Anthogyr GmbH.**

The Benefits:

- **dedicated gripper supplied** with Simedra® prostheses for easier transfer of the screw in the mouth
- black / titanium **two-colour** permanent screw
- **a single ball wrench** for all prosthetic screws, including on straight channels (2 wrench and mandrel lengths)

Anthogyr celebrates 70 years



Seven decades of experience, during which Anthogyr has developed ever more efficient solutions that today allow it to challenge the world leaders in implantology. **Between historical retrospectives and future ambitions, several highlights will mark this year's anniversary.**

“ COMING UP ”



21-28 MARCH
I.D.S
Cologne (Germany)



2-3 JUNE
Dental en Région
Lille (France)



15-16 JUNE
Le Cercle # 3
Chamonix (France)



5-7 OCTOBER
E.A.O
Madrid (Spain)

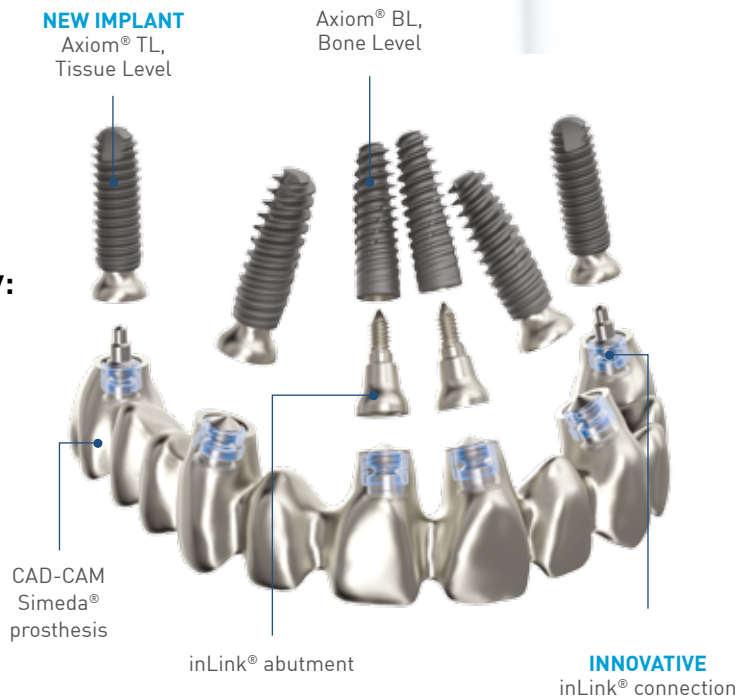
“AXIOM® MULTI LEVEL® : MORE THAN A NEW SYSTEM, YOUR NEW POWER”

T rue to its approach, the “Prime Mover in implantology”, Anthogyr focuses its development around delivering innovative solutions with strong added value. This winning strategy has produced a new range of innovative products in implantology: Axiom® Multi Level®.



A revolutionary solution

By offering total compatibility between the Bone Level and Tissue Level philosophies, while adapting perfectly to the current Axiom® concept, Axiom® Multi Level® offers a new approach in implantology and expands its therapeutic field. This range allows a wide choice of surgical and prosthetic solutions, suitable for all indications and patients, according to aesthetic or biological requirements. 🌟



Broad clinical monitoring

99%

**SURVIVAL RATE
IMPLANT**

UP TO

1 year

**CLINICAL FOLLOW-UP
AFTER LOADING**

**116 PATIENTS
TREATED**

26

PRACTITIONERS

19

**DENTAL
TECHNICIANS**

546

**IMPLANTS
PLACED**

**7 REGISTERED
PATENTS**



ADF Symposium: Axiom® Multi Level® at the heart of a new therapeutic solution

Before an audience of 400 participants, Dr Patrice MARGOSSIAN presented the Anthogyr Symposium, dedicated to the new therapeutic field opened by the Axiom® Multi Level® range. As innovation was the driving subject of his speech, he acknowledged the vision of Anthogyr: inventing the future of implantology by associating Bone and Tissue Level philosophies. His colleagues joined in to explain the added value of this new solution. Dr Philippe COLIN showed that the adoption of the new Axiom® TL, Tissue Level implant associated with a screw-retained prosthesis can eliminate many iatrogenic effects. Across many clinical cases, Dr Jean-Baptiste VERDINO described the appeal of the new Axiom® Multi Level® range in immediate loading protocols. Finally, Mr Jean-Pierre CASU, voted “Best Technician in France”, detailed the contribution made by inLink®, a new connection integrated in the Simed® CAD/CAM prosthesis, which eliminates screw handling.

<http://www.axiom-multilevel.fr/category/evenements/> 📍



The synthesis of Anthogyr’s expertise

The Axiom® Multi Level® range comprises the Axiom® BL, Bone Level implants and the new Axiom® TL, Tissue Level implants, which provide prosthetic convenience, biological safety with their Tissue Favoured Design anatomical neck profile and the benefit of a screw-retained prosthesis “directly into the implant”. Thanks to a wide choice of gingival profiles covering all clinical situations, prosthetic manipulations are now simplified.

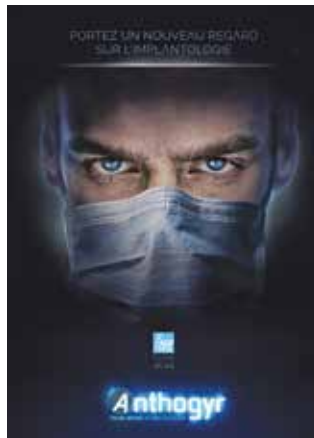
Another remarkable innovation is: inLink®, the first connection integrated in Simed® CAD/CAM prosthesis. This unique locking system requires neither manipulation nor screw transfer. It also makes it possible to combine the use of Axiom® TL, Tissue Level and Axiom® BL, Bone Level implants, for the same prosthesis.

A strong Simed® CAD/CAM orientation, where the prosthesis integrates an Angulated Access solution (up to 25°) for Axiom® TL, Tissue Level and BL, Bone Level implants, thus promoting aesthetic and functional optimisation. 📍

“ THE “SUPERPOWERS” OF THE COMMUNICATION TEAM! ”

perspectives

Behind the original communication of the Axiom® Multi Level® range, is the communication department. Let's meet the team !



Axiom® Multi Level® : you are a superhero

To promote its revolutionary range, Anthogyr has chosen to shake up the codes and bet on an original concept inspired by the world of superheroes. Created with a Parisian agency, this concept has been developed in-house with a 360° advertising campaign.



**Laetitia,
Head of Communications**

In conjunction with the Marketing and Commercial departments, Laetitia defines the Group's communication strategy and plans with the support of the Marketing and Communication Management team, then

coordinates their implementation. "I have the opportunity of collaborating with a team of complementary talents, and we're in charge of promoting the brand in the countries in which it operates."

Axiom® Multi Level® mission: global project management, according to budget and planning.



**Raphaël,
Project Manager**

"I work on the digital side: I'm in charge of Anthogyr's websites, the creation of a new extranet and manage our presence on social networks with Camille." Raphaël promotes the company in all areas in conjunction with national and international media and with local event organisers that Anthogyr collaborates with.

Axiom® Multi Level® mission: Outlining media plans, designing communication tools and press relations. www.axiom-multilevel.fr.



**Bertrand,
Artistic Referent**

He is responsible for the company's graphic charter and identity. DTP software, photography, filmmaking and even 3D... His technological expertise gives him a global professional approach. His latest creations include the visual and 3D film animation of Axiom® Multi Level® and the 70th anniversary logo.

Axiom® Multi Level® mission: "For this range, I worked on the development of a 3D application so that the practitioners can handle the product virtually, visually inspecting its components and internal mechanisms in detail..."



After working as a graphist in an agency and later freelance, she joined Anthogyr 3 years ago. Most of the group's publications rely on Mary's DTP work. "The richness of my job lies in the variety of projects and creative freedom for the media I design!"

Axiom® Multi Level® mission: developing the graphic identity on all the media.



**Mary,
Infographer**

Every year, Anthogyr takes part in about fifteen trade fairs in France and abroad, and Blandine manages the stand. "This involves scripting the locations, coordinating the providers, the logistics and the provision of communication tools."

Axiom® Multi Level® mission: ADF Trade Fair, Symposium and "Blue Lab" opening evening.



**Blandine,
Event planning assistant**

Her experience and energy make her an exceptional assistant. She organises direct marketing (including coordination of mailing) and manages relations with suppliers, printers, translators and internal communication. Her role is impossible to summarise.

Axiom® Multi Level® mission: developing the concept on various promotional materials and commercial mailing.



**Christine,
Communication Assistant**



**Camille,
Apprentice**

At 22, Camille is working on her Masters in Marketing and Communication during her apprenticeship.

"I work with Raphaël on providing content for social networks (Facebook, LinkedIn, Youtube, google+), and I update the news and brochures on the Anthogyr website. I also follow the press relations."

Axiom® Multi Level® mission: publishing on social networks, updating the dedicated website.



Olivier Pigny,
Industrial Director

150

EMPLOYEES REPORTING
TO INDUSTRIAL
MANAGEMENT

9 400 **M²**

BAR MACHINING CAPACITY
(**Ø0,5MM TO Ø42MM**)

60 DIGITALLY
CONTROLLED MACHINES

A PRECISION
OF UP TO
1/100 MM

SERIAL PRODUCTION OF
50 TO 100,000 PIECES

“ANTHOGYR'S INDUSTRIAL EXPERTISE”

Immersion in the heart of manufacturing

Each Anthogyr product reflects the group's industrial expertise. Merging "know-how" excellence and state-of-the-art equipment, the production site guarantees flawless manufacturing quality. Interview with Olivier Pigny, Industrial Director.

As Anthogyr celebrates 70 years, is production at the heart of its history?

The transformation of material has always been central to Anthogyr's mission. Set at the foot of Mont Blanc, at the heart of the Arve Valley and its world-renowned precision engineering hub, the group benefits from an exclusive location. Founded by a family of watchmakers in 1947, Anthogyr is the heir of this precision micromechanics which has been able to develop in terms of both know-how and production equipment. More recently, during the past fifteen years, the acceleration of its growth has required particularly significant investments. In 2007, 20 million euros were committed to the building of its new, 8,000 m² industrial site, enlarged in 2013 to reach 9,400 m² today.

Could you describe the current production site?

Based on the principle of lean manufacturing, it includes the steps from machining raw material to assembly, to the final phases of decontamination and packaging in

the white room in sterile packages. All production sites are ISO 9001, ISO 13485 and EN9100 certified, which means the products are totally compliant with the directives and standards in force. The site is equipped with a global industrial park that evolves continuously to remain at the cutting edge of technology and to accompany our growth. It represents the heaviest part of the investment, but the equipment peripherals, i.e. the complimentary machining (cleaning, sandblasting, inspection, etc.) are also significant.

“The site is equipped with an industrial park that's constantly evolving.”

Let's go back to the Industrial expertise... How is an Anthogyr product actually created?

High-tech industrial equipment goes hand in hand with high-performing processes. Industrialisation is a pivotal point in the series of services. Upstream, we work in synergy with the R&D hub in manufacturing the prototypes designed by the engineers then involving pre-production that will lead to validating the product in its final form. At the same time, marketing estimates sales and the supplier chain define the quantity to be produced by a certain date. Next, it's up to us to mobilise our method teams, production and manufacturing management (machining and finishing)

Focus on the Axiom® Multi Level® range



« Our first mission was to verify the feasibility of models designed by the R&D team. It was a very ambitious range, a world first at a very high technological level. Many testing and adjustment stages were necessary to obtain the product that would meet the required specifications,” points out Oliver Pigny. After validating the prototypes and launching pre-production, an important work was carried out by my teams to ensure the storage of all the products referenced in the deadlines. The manufacturing of pieces began at the end of November 2016 for delivery of the first orders to practitioners in March 2017. ».

in order to put in storage all the products referenced in the deadlines. Human expertise is evidently present at each step. I therefore would like to point out the high level of competence of the staff that provides daily proof of exemplary accuracy and precision in manufacturing, inspection and environmental control in the white room to ensure the absolute quality of our products.

“Human expertise is obviously present at each stage.”

What is the place of industrialisation in the global strategy?

The total integration of the manufacturing processes undoubtedly represents a strength and a competitive advantage. Certainly, this certifies

unfailing quality, but innovation still represents the challenge. The constant interaction between design and production allows us to be one step ahead, an essential advantage in the performance race. We are able to quickly build the prototypes and launch production. A plan validated at the design office today, may be validated on the machines one or two days later, the time to process the technical reports with the methods office and free the area on the equipment available to manufacture the parts. We have this ability to be highly reactive and we must keep this agility while ensuring the fast development of the company.

And this is achieved through process or organisation innovation?

At Anthogyr, we don't rest on our laurels! Our growth demands a constant calling into question. The factory of the future changes its production methods, the industrial



organisation evolves as a result of computerisation, automatisisation... We must therefore be innovative in terms of methods of production and management... The R&D team works mainly on the products, possibly on achievement technologies. All that is related to processes, strictly speaking, will be handled by industrial management. For the past few years, a role has been dedicated to continuous improvement, in association with experts and employees in charge of assisting the teams. We also carry out the important work of analysing the competition and the industrial

“The factory of the future changes its production methods, the industrial organisation evolves as a result of computerisation, automatisisation...”

intelligence for which we involve all internal stakeholders. On these themes, we collaborate with other companies, particularly within the Mont Blanc Industries competitive hub, of which we are members. 🤖



Anthogyr Manufacturing : Industrial expertise expands

From the start, the group has placed its infrastructures and expertise in micromechanics at the service of customers originating in different industries (medical, aeronautical, electronic, optical, watch making, etc.) making us the ideal partner for these demanding customers in terms of quality, competitiveness and deadlines. Anthogyr Manufacturing offers high-quality components and sub-assemblies, co-development and co-industrialisation, in small and large quantities. At the heart of the group's know-how, its superior material expertise is a powerful asset that allows it to work with different types of alloys, like titanium or stainless steel and to machine pieces in inconel, aluminium, brass, bronze or PEEK. Thanks to its diversified production, the company is open to other processes and is enriched by these innovative industrial projects.

meeting

“ DR JEAN-BAPTISTE VERDINO, DENTAL SURGEON, IMPLANTOLOGIST AND GILLES GIORDANENGO, DENTAL TECHNICIAN ”

When professionals commit to the dynamic innovation of the group: details of an ambitious collaboration around the new Axiom® Multi Level® range.

More than customer relations

Anthogyr is sure of it: inventing tomorrow's implantology is impossible without a continuous exchange with practitioners and a real attention to their needs. "This relationship is exceptional, points out Dr Verdino. I've been working in implantology for the past 27 years and I was loyal to one brand of implants for 24 years before switching to Anthogyr in 2013. Unlike my previous experiences, where I was presented with a finished product, I'm now part of the concept. It's not a customer relationship, but indeed a win-win partnership." An opinion shared by Gilles Giordanengo, an adviser to Dr Verdino for permanent prostheses and to 12 users of Simedac®CAD/CAM solutions within his All Prolab practice.

Involvement in the innovation process

« Two years ago, Eric Genève, CEO of Anthogyr, told me of an innovative project: the future Axiom® Multi Level®,” recalls Dr Verdino. “I accepted to take part in this development. The experience and clinical expertise of the team of implantologists and dental technicians who worked for this project resulted in the product in its current version, accessible to all.” For Gilles Giordanengo: “The dialogue with the Anthogyr teams was very constructive. We've had many discussions on the products they wished to market, including inLink®, the first connection integrated in Simedac® CAD/CAM prosthetics.” In this innovation process, we've often been critical but consistently listened to and always understood,” continues Dr Verdino.

“The dialogue with the Anthogyr teams was very constructive.”





Dr Jean-Baptiste VERDINO,
Surgeon, Implantologist

The transformation of a professional practice

« Today, I see my practice differently, » admits Dr Verdino. "The Axiom® Multi Level® range is unique in the world, with the advantages of being easier to use, a time saver and more comfortable for my patients. It takes one hour to perform a bridge surgery procedure including impression, i.e. 30 minutes less than before, and the more complex the case is, the more suitable Axiom® Multi Level® is. After about twenty months, the clinical results are more than encouraging, and this product should represent nearly 80% of my activity." "The inLink® lock system has transformed our professional practice. Being included in the prosthetic framework, prosthetic handling is simplified and the transfer of the screw is no longer a problem, » explains Gilles Giordanengo. The adjustment of implant axes with no intermediate abutment is a

true advantage, as are all the access channels angulated up to 25°, which allow the optimal and aesthetic placement of screw channels. This represents a definite advantage for patients both aesthetically and functionally. They also benefit from prostheses that are perfectly adapted, regardless of their case complexity. ».

A permanent dynamics

The involvement of Dr Verdino does not end with the product design: "I presented the Axiom® Multi Level® solution during the ADF Symposium in 2016. Quite recently, in January 2017, I delivered a training session "Immediate post-extraction placement (IPP)", performing a "Axiom® Multi Level® surgery" before an audience of 40 colleagues. » 🍷

THE PRACTICE in figures

BASED IN HYÈRES (FR)

1 IMPLANTOLOGIST,
DR VERDINO

1 ASSOCIATE

5 EMPLOYEES

THE PRACTICE in figures

TOULON (FR)

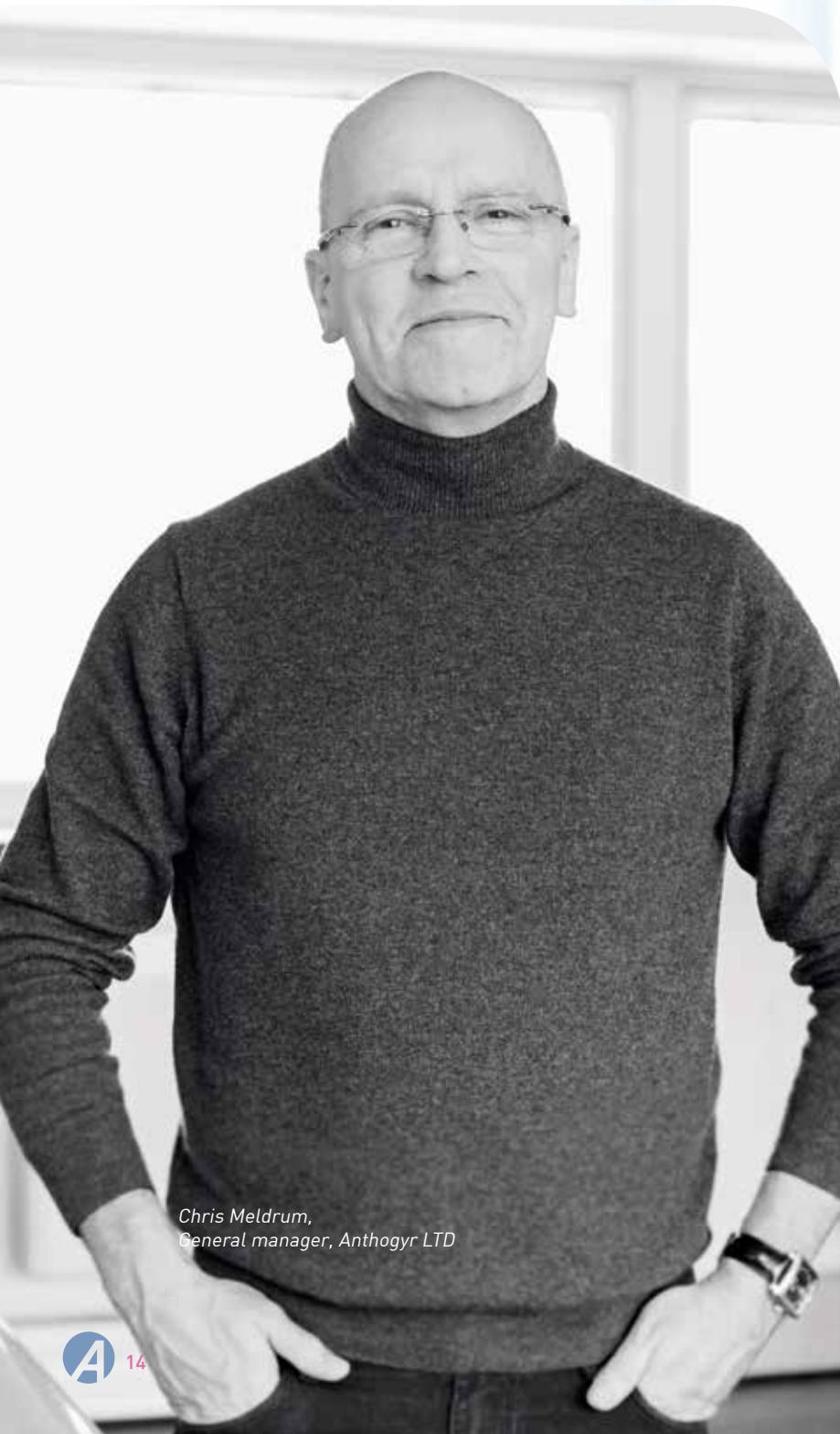
**SPECIALISED IN CAD/CAM
SINCE 2000**

**G. GIORDANENGO MANAGER
SINCE 2010**

3 EMPLOYEES

“ ANTHOGYR LTD: DESTINATION GROWTH ”

Anthogyr
around
the world



*Chris Meldrum,
General manager, Anthogyr LTD*

In a dynamic context that offers wide perspectives abroad, Anthogyr opens a new subsidiary in Great Britain. A look at the strategy deployed to gain ground in the GB market.

2017

CREATION OF “TEAM GB”

**A TEAM OF
4 PEOPLE**



FOCUS ON The British market

Unlike France or Germany, the GB implantology market is immature and therefore offers significant potential for development to manufacturers of premium solutions at reasonable prices. Dental implantology is not available through the National Health Service and this is part the reason for the immaturity of the GB market. However, with GB government funding for NHS dentistry being continually reduced, the uptake of private dentistry (including implants) is increasing – albeit slowly. Currently, approximately 200,000 implants are placed per annum, 30% of which are value-segment units and 70% are Premium. The former segment, to which Anthogyr belongs, is experiencing the stronger growth.

Until today, Anthogyr has sold its equipment in Great Britain exclusively through a distribution network. However, the company now plans to take on a new dimension by structuring a complete offer around its GB subsidiary, which opened in January 2017. To meet this challenge, Anthogyr GB relies on the experience of its general manager, Chris Meldrum. With a professional experience of over three decades spent in the dental industry, notably at Dentsply, Chris is in the best position to lead Anthogyr LTD to success.

“I’m sure of it: we have the best package on the market!”

Axiom® Multi Level® and Simedá®, the winning tools

The subsidiary relies on the Axiom® Multi Level® range of implants and Simedá® CAD/CAM to win GB practitioners. “These solutions are currently unmatched. Unlike the current competition, Anthogyr offers real innovation, which is expected by dental professionals,” comments Chris Meldrum. “Besides its range of highly diversified products, Anthogyr offers the quality of its services and customer relations. I’m convinced we have the best package on the market!”

“Anthogyr offers real innovations, which are expected by dental professionals”

Strategy and perspectives

“Our first objective? Targeting opinion leaders and inviting them to become our ambassadors. In February 2017, some leading practitioners were invited to Sallanches. More than a visit to the industrial site, our aim was to introduce them to the manufacturing facility and especially the teams. We want them to feel like members of the Anthogyr family.” Another ambition: Make the Anthogyr better known in Great Britain. To do this, Chris Meldrum and his team will participate in a number of specialist fairs and events. The subsidiary will open officially during the ADI conference, to be held in London in March 2017. “To help penetrate the market more effectively and consolidate our presence on the GB market, we plan to be employing a total of five Territory Sales Specialists next year,” concluded the general manager. 🍷

The team at the London ADI show March 2017.



axiom®

MULTI LEVEL®

NEW Axiom® TL,
Tissue Level, **IMPLANT**

Axiom® BL,
Bone Level

INNOVATIVE
inLink®
connection

CAD-CAM **Simeda®**
prosthesis

inLink®
abutment



YOUR NEW POWER

The **Axiom® Multi Level®** range opens the way to a new total compatibility between the **Bone Level** and **Tissue Level** philosophies. The new **Axiom® Tissue Level** implant promotes biological safety and prosthetic manipulation with the comfort of a screw-retained prosthesis. Thanks to the **inLink®** innovation, available on **Axiom® Tissue Level** and **Axiom® Bone Level** through a dedicated abutment, **Anthogyr** introduces the first connection with integral screw system in a **CAD-CAM Simeda®** prosthesis. The **Axiom® Multi Level®** range provides new flexibility to your implantology practice.



www.axiom-multilevel.com

Anthogyr
PRIME MOVER IN IMPLANTOLOGY