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Anthogyr's International Corporate Magazine



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Anthogyr
PRIME MOVER IN IMPLANTOLOGY



IN 2017

420
EMPLOYEES

IMPLANTS SOLD
WORLDWIDE
+25%

REVENUE IN
IMPLANTOLOGY
+273%
SINCE 2010

R&D
8%
of revenue

REVENUE 2017
46 million
euros

DISTRIBUTION
OF IMPLANTS SOLD



“ INNOVATION AND GROWTH ”

2017 was a hallmark year for Anthogyr.

With 25% growth in implantology we affirmed our “Prime Mover” strategy: innovate to facilitate implant practices and to contribute to future treatment.

The launch of our new Axiom® Multi Level® Solution, received with the utmost interest, marks an important milestone. It is an essential lever for our development in France and internationally.

2017 was also an important year, because we celebrated our 70th anniversary!

70 years of history, values and gatherings... An opportunity for our 420 employees, from all over the world to participate in a memorable day filled with emotion and sharing.

2018 promises to be chock full of projects and energy at Anthogyr, affirming its policy of innovation and growth. New, original solutions will be presented throughout the year.

Enough to spark interest and keep us on our toes!

I hope you enjoy reading!

Éric Genève,
President and CEO

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inSide

Anthogyr's International Corporate Magazine

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Photo credits:

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David Vuillermoz (Cyclops Workshop)
Pascal Leroy (semaphore), Istock.

Printing: Imprimerie Plancher

Circulation: 945 copies

Design: KALISTENE / 04 50 69 01 97

“ANTHOGYR IN ACTION”

updates

Axiom® Multi Level® Tour, tell tale excitement

More than 2,000 people gathered in 2017 for the French stages. In 2018, the Axiom® Multi Level® Tour will move into Germany, Italy and Spain.

The new Axiom® Multi Level® Solution, combining the Bone Level and Tissue Level philosophies for the same prosthetic due to the innovative inLink® connection, is sparking real interest among practitioners and prosthetists. They were enticed by the open perspectives of this new treatment approach and the testimony from practitioners who, amongst others, are part of a group of testers brought in at the start of

the project. Doctors Patrice Margossian, Philippe Colin, Jean-Baptiste Verdino, Richard Garrel, Pierre Bruet, Philippe Boghanim, Damien Carrotte, Loïc David, Philippe Montain and Michel Bartala, as well as prosthetists Jean-Pierre Casu and Jean-Michel Moal, shared their experiences with the solution using numerous case studies. For the market launch of the Axiom® Multi Level Solution® this year in Italy, in Spain and in Germany, events are being planned for implantologists and prosthetists in each country. More information on the Anthogyr website.



A full house for the tour at the Olympique Lyonnais stadium.

A special event - 70 years!

Anthogyr is celebrating its anniversary with 2 original designs.

The “Anthogyr has cared for your smile for 70 years” illustration was designed by Charlie Adam, an artist from Chamonix with a style that mixes retro glamour and humour. And what would be more appropriate near Mont-Blanc than a “skiing patient” caring for his winning smile at the dentist?!

The “70 years of Anthogyr” book offers the reader a glimpse into the heart of the company. This work outlines the major changes and provides an overview of the teams and trades practised today. The work is future-focused and includes an interview with Éric Genève, CEO of the company, who offers his own vision for the company. Find out more at www.anthogyr.com 📖



“ANTHOGYR SPARKS ENERGY!”

A tribute to Dr Louis Durif

On 1 March 2017, Dr Louis Durif died after an impressive career marked by an omnipresent drive to improve and share his knowledge.

He graduated from university in 1952 in Lyon and settled in his hometown of Chambéry. He quickly became aware of the importance of education.

After working with Dr^s Guiloppé and Turigliato, he went to Boston to further his studies. His thirst for learning led him to Dr Jacques Bori in 1976. This turning point in his professional career made him aware of the importance of periodontics.

This meeting was to be the start of a fifteen-year collaboration to organise para-prosthesis courses with clinical demonstrations in Chambéry. In the mid-80s, Charles and Gilles joined their father's practice, a time period that welcomed the beginning of implantology. Louis Durif and his sons were passionate about this new field and were educated at universities in Los Angeles and Philadelphia. At the same time, they founded SPIM (Société Para Implantaire du Méridien) with whom Dr Louis Durif gave numerous presentations.

It was only logical that the paths of Louis Durif and Anthogyr would cross at the beginning of the 90s. The modernity of his practice and the fact that he already had a prosthetic laboratory, attracted the attention of the teams of Claude Anthoine*. True collaboration developed between the two groups. Dr Louis Durif retired in 1995, leaving his practice in the hands of Charles and Gilles who were involved with the creation of the Anthofit® implant, the Axiom® implant in 2009 and lastly with the Axiom® Multi Level® Solution. The “Chambéry Dynasty” continues. 🍷

*then CEO of Anthogyr.

Le Cercle #4

22 March 2018 (Chamonix Mont-Blanc)



By Anthogyr

Le Cercle brings users of Anthogyr implants together to share their experiences.



Le Cercle #4 in Chamonix Mont-Blanc

This 4th meeting will strive to show how to save surgical time, just by simplifying the procedures by using the Axiom® Multi Level® Solution. The program includes three round tables led by Drs Guillaume Becker, Nicolas Fousson and Roch de Valbray, as well as a hands-on session dedicated to the new inLink® connection. Doctors Claude Authelain, David Norré and Hervé Richard, engineer in R&D, will present three conferences under the auspices of

Dr Jean-Baptiste Verdino. What is unique about the event is its friendliness. This year, Dr Charles Durif and his Wake-Up band entertained us as they took the stage at the *Refuge des Aiglons* in Chamonix, to close this Cercle #4 to the rhythm of soul and blues. 🎵



Event – Dr Egon Euwe, 23 March 2018 (Sallanches)

Dr Egon Euwe will be in Sallanches for a full day dedicated to “soft tissue optimisation in implant aesthetics.”

The conference in English will be interpreted simultaneously. An exceptional event not to be missed at the foot of Mont Blanc. 🍷



Meetings on **22 and 23 March 2018**
Register at www.anthogyr.fr/le-cercle-anthogyr



“ FEATURED INFORMATION ”

Anthogyr in the press

An overview of Anthogyr solutions in the media.

Using a case study with immediate placement in a completely edentulous patient, **D^r Christophe Foresti** demonstrates the importance of the inLink[®] connection, which is at the core of the new Axiom[®] Multi Level[®] Solution.

Information Dentaire [English-Dental Information]



(Immediate mandibular placement D^r Christophe Foresti – no. 33 October 2017)

Using two case studies, **D^r Carlos Gargallo Gallego** presents the benefits of the personalised emergence profile for CAD-CAM prosthetics in the “One abutment one time” treatment process for unitary restorations.

European Journal for Dental Implantologists



(Optimized emergence profile D^r Carlos Gargallo Gallego - Vol. 13/ Issue 2/2017)

D^r Federico Gualini and **D^r Sergio Salina** and their collaborating team, present their results one year after the implementation of a multicentre, controlled and randomised trial. It focuses on the sub-crestal placement of dental implants in a clinical trial with 120 Axiom[®] REG implants placed in 60 patients requiring 2 unit implant restorations.

European Journal of Implantology



(Subcrestal placement of dental implants with an internal conical connection of 0.5 mm versus 1.5 mm: Outcome of a multicentre randomised controlled trial 1 year after implementation. 10.1 – 2017)

“ THE NEXT GATHERINGS ”



- 15 FEBRUARY 2018 Chamonix-Mont-Blanc
- 22-23 MARCH 2018 Chamonix-Mont-Blanc
- 14 MARCH 2018 Frankfurt
- 11 APRIL 2018 Dortmund
- 13 APRIL 2018 Berlin

EXPO DENTAL 15 - 17 MARCH 2018
Expodental Madrid

dental FORUM 12 - 14 APRIL 2018
Dental Forum Paris



13 - 15 APRIL 2018
IDEM Singapore



20-21 APRIL 2018
Osteology Frankfurt



20 - 23 JUNE 2018
Europerio Amsterdam

“ THE ADF REVIEW: GATHERINGS WITH ANTHOGRY INNOVATION ”

a special time at ADF

The first French show, the ADF, was held in Paris between the 28th of November and the 2nd of December. An opportunity to discover new Anthogyr solutions.

MANY INNOVATIONS

Axiom® Multi Level®: already essential!

Launched in April 2017, Axiom® Multi Level® was the focus of everyone's attention. This solution, unrivalled on the market, offers a novel approach to implantology by providing full compatibility between the Bone Level and Tissue Level philosophies. At the heart of the system is inLink®, a revolutionary connection dedicated to multi-threaded restorations.

Locking bolt



Retaining ring



Xpert Unit®, the 1st connected motor

Increasingly present in our daily lives, connected objects will soon invade dental offices. **Always ahead of the game, Anthogyr is launching the 1st connected implantology motor.** Xpert Unit® provides easy access to many features with its dedicated mobile application.



The digital flow, a fluid and reliable collaborative device.

To provide even more comfort to practitioners and prosthetists, **Anthogyr will soon offer an innovative solution for the treatment of unitary restorations**, fully available as part of an **integrated digital workflow**, from the intra-oral impression to the realization of the prosthesis delivered with its imprinted model.



AxIN® the unit revolution

AxIN® is a unique solution designed for screw-retained single tooth restorations with **angulated screw access for Sameda®** customised prostheses. Without any glue or sealant for maximum biological security, this new patented solution is aesthetic and easy to manipulate and maintain and will be available on Axiom® TL and Axiom® BL implants.



Show off the Anthogyr numerical aperture

TWO BRANDS FOR THE ANTHOGRY CAD-CAM OFFER



Faced with the growing demand for customised digital prosthetic solutions, and in order to clarify its CAD-CAM offer, Anthogyr now offers two brands. Sameda® is becoming the solution exclusively designed for Anthogyr implant platforms, especially for the Axiom® Multi Level® and the new inLink® connection lines. For the 250 platforms of the major market players, Anthogyr created Connect+®. With Sameda® and Connect+®, Anthogyr has thus increased its commitment to both the practitioner and the prosthetist, and is still the unique partner for managing all prosthetic cases.

a special
time at ADF

“ INNOVATION IN THE SURGICAL AND PROSTHETIC PROGNOSTICS DEPARTMENT

GATHERS 400 PEOPLE
AT THE ANTHOGYR SYMPOSIUM”

A high level Anthogyr Symposium presided over by Dr Philippe Colin that was attended by 400 people, followed by long exchanges between Drs Jérôme Surménian, Egon Euwe, Patrice Margossian and the participants.



Group photo after the Symposium. From left to right: Éric Genève PDG from Anthogyr, Dr Patrice Margossian, Dr Egon Euwe, Dr Jérôme Surménian and Dr Philippe Colin.



A long question and answer session with the audience.

> Innovate for better care

With great pleasure Dr Philippe Colin presided over the Symposium that Anthogyr decided to dedicate to "Innovation for surgical and prosthetic prognostics". He provided the link between the speakers and the numerous questions from the public.

Dr Jérôme Surmenian had the honour of opening the Symposium by showing the factors that make it possible to reconstitute bone. "Angiogenesis is at the heart of our research on bone restoration." He then introduced a new vertical bone grafting technique. In a didactic manner, he explained that it consisted of brushing the gingival flap with a dull instrument, to obtain its laxity without incision and thus respecting the vascularisation around the graft.

biological point of view, he explained the importance of tissue level implants, that make it possible to avoid bacterial contamination at the abutment/implant interface, and his preference for smaller diameters. "Placing undersized implants to facilitate interdistanace and thus allow for peripheral vascularization is a key element of success." The public enjoyed the complicity between the four practitioners and the open debate. A 2017 edition of the Anthogyr Symposium under the banner of innovation and interactivity. 🍷

"The best surgical approach is not enough if the technology is inefficient"

"The best surgical approach is not enough if the technology is inefficient." With a pointed clinical demonstration, Dr Egon Euwe explained why flat connections may be vectors of failure.

He demonstrated the benefits of the conical connection for preserving bone and mucosal tissues. For him, an ideal connection has an angle between 8° and 12° because it ensures tightness and makes it possible to remove pillars for maintenance.

Dr Patrice Margossian presented the 6 keys to implant success, from selecting an implant to its maintenance. He stressed the importance of a conical connection, platform switching and the incidence of the implant axis, for the aesthetic result. From a



The Havana amphitheatre was filled for the Anthogyr Symposium.

“ ANTHOGYR CELEBRATES 70 YEARS



Last June 30th, more than 400 employees from all four corners of the globe met at the Anthogyr headquarters in Sallanches. Together, they shared an anniversary that was dedicated entirely to them. Take a trip back with images of this unique and unforgettable event that celebrated 70 years of joint commitment.

Valérie Genève, Director of Marketing and Communications

Valérie takes a special look at this family adventure; she revisits this event organised with the communications team.

"We wanted to create an event to honour our employees, a great time for sharing and conviviality that lifts the spirit. Eric set the tone for this "day off": for the first time in the company's history, the machines stopped so that we could all enjoy an exceptional day together."*

**Eric Genève, CEO*



Anthogyr beach: a place to relax



Deckchairs, petanque, beach volleyball, slack line, drumming and even surfing... "Having fun at the beach today gave us a much needed taste of summer! The diversity and originality of the activities offered allowed everyone to enjoy themselves however they wanted."

Group games and team spirit

"On the human football field, team spirit and zest for a challenge were seen. Like at the other events, everyone played in a friendly environment while enhancing the company spirit. The "goal"? Win together!"



Relive
the day



[Youtube.com/
ANTHOGYRMEDIA](https://www.youtube.com/ANTHOGYRMEDIA)

Take a look

Global colleagues

"All employees—including some from all over Europe and Asia and even retired employees—didn't want to miss it. An opportunity to get to know members from different departments and to create common memories. As a welcome gift, everyone got a their own tote bag with a colourful company polo shirt, sunglasses, a beach towel, not to mention the book specially published for Anthogyr's 70th anniversary. During the day, the employees checked out the showroom and the company museum was open for the occasion."*

* canvas bag



In unison

"The tempo of the day was set by a batucada group and percussion lessons were available for everyone who wanted to test their sense of rhythm. We played, composed, and created harmony ... A vocabulary that lends itself to the world of music and to that of the company."

Surfin' in Sallanches

"One of the most original activities was surfing! Thanks to the simulator, many were able to have new experiences and new sensations."



Making history

"This iconic moment of cake cutting was particularly poignant. Claude Anthoine and Eric Genève—who embody two generations of leaders—paid tribute to the professionalism and commitment of the teams, whose members contribute to the adventure and success of Anthogyr. Their speeches aroused real emotion."

Symbolism!

"The employees got together to create the company's monogram ... A very beautiful image that perfectly illustrates the spirit with which we work on a daily basis."





*François Ravet,
Director of Operations*

+ 2,000
CATALOGUE REFERENCES

**NEXT-DAY DELIVERY
IN FRANCE
AND IN EUROPE**

3
DEPARTMENTS

30
PEOPLE

99%
CUSTOMER SATISFACTION

“ OPERATIONS DEPARTMENT ”

OFFER CUSTOMERS
EXCEPTIONAL SERVICE

The operational interface
between the customer and Anthogyr

As Director of Operations and a former rugby player, François Ravet has kept his athlete's mind-set. He encourages his teams to work together and score points with the customers. The result? Anthogyr's satisfaction rating puts them on top. Meeting on the field, where he reveals the winning tactics.

The Operations Department was created recently.

What is its purpose?

In essence, it was “born” 4 years ago when Anthogyr wanted to cultivate and improve its customer service. It is structured in a growth and internationalisation phase from strong sales as well as a drive for innovative

“The link between the customer and Anthogyr.”

products.

For the last ten years, the company has posted double-digit annual growth in implantology. It has been used commercially in around 50 countries via a distributor network and has created six subsidiaries in Europe. Recently, Anthogyr has entered into

an unprecedented partnership with the Straumann Group to expand its presence on the Chinese and Russian markets. In this context, the role of the Operations Department consists of implementing optimal solutions to ensure the distribution of Anthogyr products throughout the world, according to the demands of our practitioners and in compliance with local standards and regulations. A successful challenge since the satisfaction rate among our direct customers in France and in Europe is now at more than 99%!

“The right product, in the right place, at the right time”

What departments does it include?

It comprises three departments: Supply Chain Management, responsible for forecasts, inventory and production and supply planning; Customer Service, responsible for the relationship with the practitioners, the subsidiaries and distributors of orders and price management; Logistics Management, responsible for shipping and the management of carriers. Our efficiency stems from all three of



¹ ISO 13485 and CFR Part 21 of the FDA

these complementary departments that have a common and unique purpose: service to the customer.

Success is based on teamwork, how do you do it?

As a former rugby player, I expect my teams to act as they would on the field; showing commitment, team spirit, initiative and a readiness to win. Everyone contributes to the success of the supply chain and logistics: the product is passed from hand to hand; the goal is to deliver it to the customer flawlessly and on time. In rugby words, get the pass right and score the try!

Performance results are based on a group of about thirty employees, the last link in a long chain dedicated to customer satisfaction. In this case, I salute their commitment and professionalism.

“ The customer relationship is part of Anthogyr’s philosophy. ”

How do you ensure optimal delivery time for your customers?

Supply Chain Management is responsible for consolidating customer demand and sales estimates established by the sales and marketing departments regarding new products.

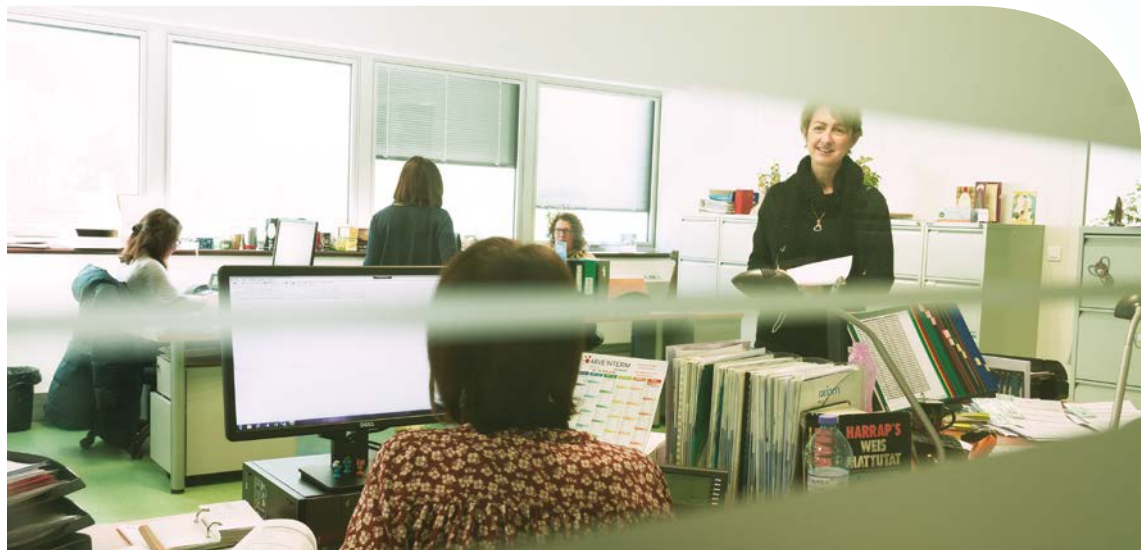
These forecasts are then broken down to be translated into production or purchasing requirements.

Supply Chain Management provides its expertise in forecasting and flow management. Our goal is to plan for and thus trigger the production and purchase of products that our customers will order in the coming weeks. The production and purchasing departments then ensure product production and supply so that they are in stock when the customer orders them.

The challenge for us all is to find the balance between regular flow, inventory management and the responsiveness necessary to respond to unforeseen events.

Is the customer the focus of our attention?

Maintaining the customer relationship is totally part of Anthogyr’s philosophy! Our customers are practitioners as well as CEOs and distributors and don’t forget our six subsidiaries: they are all demanding when it comes to their patients and their practice and in the management of their office. When an order is placed, the product must be adapted to the pathology of their patient and conform to their practice. This is why our customer service assistants are responsible for recording the orders but they are especially able to provide advice about the many lines in our product catalogue. They also benefit regularly from in-depth product training.



Is this relationship personalised?

Our customer service assistants are keenly familiar with the habits of each surgeon-dentist and prosthetist. They are concerned about more than just a timely order, they look to establish long-term relationships. They also provide assistance and support for their practice on a daily basis, for example, monitoring the Serenity® warranty agreement. Thus, proximity, expertise and availability are the primary characteristics that I expect from my teams.

This individualised contact is ensured abroad by our subsidiaries as well as by our international customer service that is responsible for our exports to our foreign distributors. And several hundred orders are processed every day!

Logistics Management: Our “zero error” policy!

Logistics Management then takes over and prepares the orders within half an hour of their receipt by Customer Services for France and abroad. Combining speed and precision, our order packers have access to automated and wireless equipment such as the “Put to Light” designed to avoid errors during preparation.

Orders are shipped in the late afternoon from our central inventory in Sallanches, a true European hub. Most deliveries are made the next day and each night our carriers transport orders all over Europe that were processed the day before. This is quite a feat that is carried out each day “just in time”: tens of thousands of Anthogyr products are shipped from Sallanches all around the world!

Is the operations department at the heart of the group’s planning?

Yes, because it focuses on our internal and external customers. We collaborate closely, on a daily basis with all of the departments and more specifically with the sales and



marketing departments and with the production and sales departments, without forgetting the strong ties to our direct customers, our subsidiaries and our partners abroad. This proximity makes the solutions we offer more relevant to our customers. Concretely, we support commercial development and product launch projects and we implement them. Hence, by entering into a partnership with Straumann in 2016 for China, then for Russia in 2017, my teams acted to modify the distribution channels in these two countries where we have been present for almost ten years. Another example is the recent launch of our Axiom® Multi-Level® Solution, which necessitated a review of our supply flow with our CAD-CAM personalized prosthetics production site in Luxembourg and our distribution subsidiaries in Europe. The Operations Department is in charge of the implementation of our E.R.P (Enterprise Resource Planning) software that is used by all the companies in the group. Thus, we are trying to integrate our supply and distribution chains as well as share information with our teams. It is a crucial tool for achieving and maintaining a high level of service. 🍷

FOCUS on department innovations

“Demanding professionals in the supply chain and logistics”

To better support the practitioners in developing and mastering their skills, we are working toward continuous improvement. Last year we introduced Datamatrix code labels that contain key information (including the expiry date) to facilitate the traceability of our products in offices and patient files. In mid-February, we will make it possible for our customers to track their parcels in real time, via the Internet.

“ DR EGON EUWE, IMPLANTOLOGIST SPECIALISED IN ESTHETIC DENTISTRY ”

Dr Egon Euwe knows no bounds when it comes to his practice focused on implantology and esthetic dentistry. Originally from the Netherlands, Dr. Euwe splits his time between his dental office in Italy and various international conferences. In a quest to understand the latest technology and sharing his expertise, he has chosen to partner with Anthogyr. We sat down with him to discuss his winning formula, which involves both innovation and educating others.

A stand-out service that combines simplicity and excellence

Backed by 30 years of experience, Dr. Euwe decided to begin collaborating with Anthogyr in 2016. "I was frustrated whenever I would perform surgery using implants from other brands," he explained. "I was dissatisfied with

the implant connection and prosthetic components and the long term results. So I began seeking alternatives and fell in love with the Axiom® Multi Level® concept. Finally, I had discovered an implant line that used a single connection, a single, complete, functional surgical kit. The number of components required for surgery was greatly reduced, streamlining work for me and my staff."

Axiom® Bone Level: Impressive results

After having tested the products for a year and a half, Dr. Euwe sings the praises of the Axiom® Bone Level: "I was struck by the bone recovery of the implant's neck and the ability to preserve it after the prosthesis phase. Biologically, this was a huge leap. For the first time I was working with true bone level implants," he recalls. "Now I'm hoping to prove that they provide stabler results in my patients over the long term. The better the initial stability, the more confident I am that the implants will last."

A cooperative, productive partnership

Dr. Euwe has enjoyed playing a part in product development and spoke of the productive discussions he has with Anthogyr's teams. "We share the same philosophy, which is of utmost importance. I have direct contact with workers at the R&D center and with directors," he says. "I am involved in the design of future products, which is done by small groups to help advances happen more rapidly. I visit Sallanches regularly to meet with the teams and



*Dr Egon EUWE
at the launch of
the Axiom® BL PX
implant in Shanghai
(China).*



Dr Egon EUWE, a member of GIDE organises more than 30 conferences per year all over the world.

test prototypes. I share my experiences with the engineers, especially when it comes to the role and function of different types of tissue.

“We share the same philosophy. This is essential”

Currently, I'm working on the gingival interface, an area that is particularly fragile. To protect and preserve it, it is vital to use a stable connection. I am also very serious about the design of implant abutments that promote the stability of peri-implant soft tissue. Together, we work to come up with A stand-out service that combines simplicity and excellence Backed by 30 years of experience, Dr. Euwe decided to begin collaborating with Anthogyr in 2016. “I was frustrated whenever I would perform surgery using implants from other brands,”

he explained. “I was ergonomic prosthetic parts that are both biocompatible and esthetically pleasing.”

Transmission: an essential dimension

As a member of GIDE (Global Institute for Dental Education), an international training program, Egon Euwe is used to teaching. “With Anthogyr’s support, I lead sessions related to their products. My last session focused on soft tissue optimisation in implant aesthetics and was based on the Axiom® Multi Level® Solution. I took part in the launch of the Axiom® BL PX in China, as well as in the Anthogyr Symposium at the ADF [French Dental Association], the most important French conference. At the end of January, I was in China again for three conferences in Beijing, Chongqing and Xiamen. It’s a win-win relationship for my colleagues and me because the exchanges are always informative, but also for the patients who benefit from the latest innovations.” 🍷

THE COMPANY

in figures

BASED IN LURAGO D'ERBA (CÔME, ITALY)

8 PEOPLE

3 DENTAL HYGIENISTS

4 ASSISTANTS

30 CONFERENCES PER YEAR IN ASIA, EUROPE, AUSTRALIA AND IN THE US.



“ ANTHOGYR IBERICA: THE CUSTOMER RELATIONSHIP AS A WELCOME CHALLENGE ”

Anthogyr
around
the world

Since March 2017 the Transpyrenean subsidiary of the Anthogyr Group is taking a new step by increasing its offer to be closer to practitioners.

2012
CREATION

A TEAM OF
10 PEOPLE

Jorge HERRERA,
CEO
Anthogyr Iberica



FOCUS ON the Iberian market

“From international groups to small national companies, the implantology market is shaking up quite a few players,” explains Jorge Herrera. “In fact, the density of the supply makes it one of the European markets with the highest rates of implantation. In order to differentiate and establish oneself in such a competitive market, putting the practitioners at the centre of the trade exchanges, anticipating their needs and offering them innovative solutions for the future is essential.”

“Anthogyr is in a position to challenge the major international companies”

Appointed head of the subsidiary in March 2017, Jorge Herrera brings more than 15 years of experience in the Spanish and Portuguese dental sectors: “I joined Anthogyr because I am convinced that as a mid-size company, it offers the flexibility, responsiveness and personalisation expected in this market. They are in a position to challenge the big international companies for whom I have worked.

Rolling out a winning offer, with innovative products...

To attract new business, the subsidiary depends on the high added value of the Axiom® implants. “Anthogyr has been well known for its equipment in Spain for many years. Today my priority is to introduce the practitioners to the entire offer, especially the Axiom® Multi-Level® Solution, an unprecedented and innovative approach to implantology. The CAD-CAM Simeda® and Connect+® customised prosthetic offer is a major asset for our growth. They were presented at the EAO show in Madrid, in October 2017, and we have seen how interested the professionals are in them and our growing reputation.”

...and customised support

“We want to improve our relationship with the practitioners and establish more than just a commercial relationship. This means actively listening to their needs and providing a high level of service. For this purpose, we have launched a training program to test our products and profit from clinical teaching provided by renowned implantologists. We have also organised an expert exchange in Madrid, Barcelona and Malaga.” Like France, we launched an educational group with the Spanish users of the Axiom® implants on 15 February 2018. We will also be present at the Expodental Fair in Madrid the following month and at the Portuguese Dental Association Meeting [OMD] in Porto from 8 to 10 November.” In order to ensure the quality of support, the Anthogyr Iberica branch increased its workforce numbers at the end of last year. In 2018, double-digit growth is expected. 📈



Emmanuel Leduc, Business Area Manager and the Anthogyr Iberica Team in the E.A.O. Show in Madrid in October 2017

axiom[®]

MULTI LEVEL[®]

CAD-CAM **Simeda[®]**
prosthesis

INNOVATIVE
inLink[®] connection

inLink[®]
abutment

NEW IMPLANT
Axiom[®] TL, Tissue Level

Axiom[®] BL,
Bone Level

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.anthogyr.com

Anthogyr
PRIME MOVER IN IMPLANTOLOGY