



Press Release

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W&H at IDS 2023 – a sneak preview of the trade fair highlights

This March, the International Dental Show in Cologne will once again play host to the dental industry's key players as they showcase new products, forward-thinking technologies and innovative concepts for dental practices and laboratories. W&H is now giving a sneak preview of its trade fair highlights and product innovations. In the spirit of the W&H trade fair slogan 'From innovative products to sustainable solutions', W&H's appearance at the trade fair will focus on its sustainable product and service solutions.

The International Dental Show (IDS) will be held in Cologne from 14 to 18 March 2023. Visitors to the W&H booths will be able to experience the W&H ProService live for the first time, as well as numerous product innovations. The medical device manufacturer will also be showcasing attractive special offers for the trade fair, digital highlights, and interesting product presentations. And it's not just W&H products that are sustainable, it's also the climate-neutral trade fair booth that the company is taking to IDS 2023.

Experience product highlights live

W&H's trade fair appearance will focus on the medical device manufacturer's sustainable product solutions, from the Piezomed module to the Lara XL and Assistina One. But, aside from their superior quality, high-quality materials, and long lifespan, what is it that makes these products particularly sustainable?

The **Piezomed module**, W&H's product innovation in the area of oral surgery, impresses with its modular design, which allows the device to be adapted to users' specific requirements. The **Lara XL** has been developed by W&H with one eye to the future: the state-of-the-art technology inside the sterilizer has been designed in such a way that it can be adapted to future requirements and therefore guarantees extensive connectivity and upgradeability. Straight and contra-angle handpieces, turbine handpieces, air motors and air-powered scalers can be perfectly processed and maintained at the push of a button using the **Assistina One**. This maintenance device automatically dispenses the exact amount of W&H Service Oil and W&H Activefluid required. This means instruments can be sustainably maintained while also saving on both resources and costs.

"We enjoy providing sustainable health solutions. At W&H, our ambition is to develop innovative products for sustainable overall solutions in the healthcare sector," explains W&H's Managing Director Peter Malata.

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Digital dentistry

W&H is a pioneer in the field of intelligent and networked product solutions. **OsstellConnect** assists implantologists with implant treatments: the tool aids planning and decision-making, and also optimises the healing time for a range of clinical situations and implants. The platform enables implantologists to network and exchange information and provides numerous case studies. **Implantmed software updates** ensure that professionals always have the latest digital technology to assist them. These updates provide new perspectives in patient treatment and in individual implantology and surgery workflows.

Professional service offering

W&H will also showcase the W&H ProService at IDS 2023 for the first time. This service offering is unique in terms of the professionalism, extensive care, and know-how that it delivers, making it an important component of the company's product and service philosophy. Around 250 service partners worldwide ensure the best and fastest possible solutions for customers. W&H's products are designed to be repairable – another benefit that reinforces the sustainable nature of W&H's solutions.

At a glance

IDS from 14. to 18 March in Cologne, Germany

W&H booths: hall 10.1, booth A20/B29 and A2

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Picture 1: WH_at_IDS

Caption: This year's W&H trade fair motto is "From innovative products to sustainable solutions".

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Picture 2: Malata_Peter

Caption: Dipl. Ing. Peter Malata, W&H Managing Director

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W&H – People have Priority

Headquartered in Bürmoos, Austria, the international W&H Group is a global leader in the development and manufacture of medical technology products. Passion and innovation are the motor of the company. High-quality product and service solutions, a modern corporate structure, a strong focus on research and development as well as social responsibility make W&H a locally and globally successful family business. More than 1,200 employees contribute to the production of hardware and software products for use in the dental, medical and veterinary industries.

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