



The Israel Export & International Cooperation Institute  
Creating Global Opportunities  
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In Cooperation with



Ministry of Industry, Trade & Labor  
Foreign Trade Administration  
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# ISRAEL at CDS 2010

*Visit us at Booths 4631, 4728*

Medical Devices - Company Prospects  
**Innovation from Israel**

# Israel: Life Science Powerhouse

## **Background**

Israel's life sciences industry is recognized as a fast-growing, vibrant force with a strong global reputation, yet Israeli companies have been producing medical devices and pharmaceuticals for more than a century. Teva, the first Israeli pharma company, was established in 1901.

Growing steadily over the past decade, today there are over 1100 active life sciences companies with approximately 90 new companies starting up each year. Factors contributing to the success of this burgeoning industry include cooperation between academia and business, an entrepreneurial spirit, and a highly-skilled workforce.

Israeli life science companies distribute their products around the world, with main markets in The US, and the EU. Some companies establish abroad subsidiaries for marketing and sales; others for strategic alliances for marketing, distribution, manufacturing, and service .

## **Medical Devices**

The advent of advanced technologies in the late 1990s changed the face of Israel's life sciences industry. With proven capabilities in electronics, communications, computer science, and electro-optics, the country's physicians, scientists and engineers joined forces to propel the country's Medical Device industry to the leading edge of novelty and creativity, introducing world-class innovations in digital imaging, medical lasers, electro medical devices, telemedicine, surgical equipment, diagnostic kits, and rehabilitation equipment – spanning all fields of medicine.

Quick facts:

1. Israel is considered to be the second largest supplier of Medical Device solutions worldwide.
2. Israel ranks #1 in Medical Device patents per capita (#4 in absolute figures).
3. There are about 1200 life science companies in Israel; 55% of them are Medical Device firms.

Israel's Medical Device industry receives strong support from the country's highly sophisticated and internationally renowned electronics industry. Many of this industry's advanced technologies, especially those related to electro-optics and lasers, find vital applications in medical devices. Furthermore, as a small country, Israel's tight network of universities, research institutions and medical centers, and the creative fusion with industry, foster cooperation and the flow of ideas. This enables novel and innovative technologies to reach physicians, and their patients, faster than anywhere else in the world.

Several global medical corporations have found Israeli companies to be attractive business partners. Israeli companies have proven their excellence in R&D, and in implementing breakthrough technologies in the Medical Device industry. Some of the leading multinationals holding equity positions in Israel include GE Medical, Philips, Siemens, Boston Scientific, Johnson & Johnson, and Medtronic.

Key segments in the Medical Device industry include disposable and implantable devices, diagnostics, imaging, drug delivery, monitoring, and telemedicine.



## The Israel Export & International Cooperation Institute

[www.export.gov.il/Is](http://www.export.gov.il/Is)

The Israel Export and International Cooperation Institute (IEICI) acts as a focal point for business opportunities by consolidating its formal ties, extensive business networks and information resources all under one roof. Established and funded by the government and the private sector, IEICI is a business minded and business driven organization with 51 years of experience.

With experts in 25 industry sectors, the IEICI offers the best of both worlds – private business expertise together with government resources, infrastructure and networking to leverage opportunities and make the most of what the market has to offer.

- Business Matchmaking – IEICI is a strategic portal and direct link to Israeli business.
- Global Networking – With direct ties to government, the diplomatic corps and academia, IEICI makes your dealings with public sector bodies more efficient.
- Information Center – IEICI is a rich source of information about Israeli Industry.

The IEICI is the major organizer of Israeli company participation at CDS 2010. To find out more about business opportunities in Israel's Dental industry, please visit the Israel National Pavilion at CDS, Booths 4631, 4728.

For further information:

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## Adin Dental Implants Sys' L.t.d

[www.adin-implants.com](http://www.adin-implants.com)

### Company at a Glance



Adin has 20 years of experience in the field of implantology. By using leading edge technologies, materials and machines to produce our implants, restorative components and tools, Adin has established a reliable and strict quality control. Our customer service is a distinctive element in our favor in a very competitive market.

Adin is focused on research and development and dedicated to continuously improve its products. Working closely with leading professionals, dentists and technicians in private and public clinics and dental schools in leading universities, we offer research opportunities to our users.

Adin is also a world leader OEM manufacturer of full dental implant systems according to its client's specifications. Adin provides the best engineering and manufacturing platform for current and new designs with high quality, quick response time and competitive costs. Adin develops, manufactures, assembles and packages the entire product line of implants and components including labeling and sterilization in accordance with international standards.

Adin is located in the north of Israel in the Lower Galilee near Nazareth

### Category, Sub-category & Therapeutic Area(s)

<b>Category:</b>	Medical Devices	<b>Therapeutic Area(s):</b>	Dental
<b>Sub Category:</b>	Disposable, Implantable	<b>Company Status:</b>	Revenue Growth

### Technology & Product(s)

Adin Dental Implant Systems Ltd. is committed to offer high added value quality devices to the dental implants user. Adin has implemented a strict quality management system in compliance with the demands of national and international regulatory agencies. We are in the front of research, development and manufacturing of dental and orthodontic implants.

Our customer service is a distinctive element in our favor in a very competitive market. We are always prepared to solve the most complex cases presented by our users-dentists and lab technicians and our clinicians, engineers and technicians are always open to listen to our users. advice and feedback.

The qualification of our employees and the tools they have at their disposal guarantee reproductively and repeatability of all products manufactured by Adin.

### Goal

**Objectives:** locating Potential Distributors

**Target businesses:** Dental Depot



**DELDENT Ltd.**

[www.deldent.com](http://www.deldent.com)

## Company at a Glance



DELDENT LTD. is an Israeli company located in Petach Tikva, not far from Tel Aviv, with several facets of business interests. Drs. Alan and Julian Edel who immigrated to Israel from the UK with their respective families in 1975, set up the Dental side of the business in the 1980's, the aim of which, was to produce a quality range of products with unique features and benefits for the esthetic and preventive dentistry market. Since its inception, the dental side of the business has enjoyed a reputation in the international marketplace for quality dental products with features that are consistently better than the competition. The interest in their clients and their passion for the product line, that is FDA approved, that they have invented and produce, have earned Doctors Alan and Julian Edel (joint managing directors), many loyal friends and customers in the international marketplace.

The strength of the company is its development and ongoing modification and improvement in its product lines, which is the result of feedback based on clinical experience. Dr. Alan Edel is a UK trained specialist periodontist and Julian, also UK trained, is a specialist Orthodontist. Both still in practice.

Deldent is ISO 9001& CE certified

## Category, Sub-category & Therapeutic Area(s)

**Category:** Medical Devices

**Therapeutic Area(s):** Dental

**Sub Category:** Preventive & Adhesive Dentistry

**Company Status:** Revenue Growth

## Technology & Product(s)

Developing and manufacturing quality dental products that are marketed as Branded products and are also manufactured for many leading companies as Private Label products. The company's products are mainly for preventive dentistry and include a patented airpolishing system which is the only airpolishing system cleared by the FDA for implant maintenance. Additional products include both piezo and magnetostrictive ultrasonic scaling units, a patented combination scaler/polishing unit and a full range of Magnetostrictive Ultrasonic Inserts that are compatible with all stack -type scalers. Deldent also designed and manufactures the first fully autoclavable clinical sandblaster and an esthetic dust cabinet for chairside use.

## Goal

**Objectives:** To expand business with strategic partners.

**Target businesses:** Dental , Veterinary

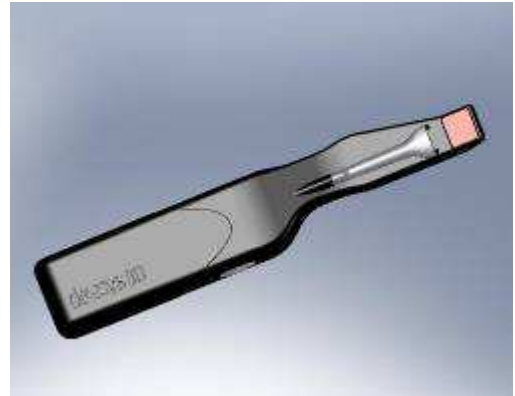


**densys3D**

[www.densys3d.com](http://www.densys3d.com)

### Company at a Glance

densys3D® is a pioneer in the development of intra-oral Dental systems for use in the dental market. densys3D's innovative scanning solution utilizes advanced dental imaging technology that allows dentists to digitally scan and create highly accurate 3-D maps of teeth, without using putty-like materials. Current crown and bridge production processes rely on expensive and cumbersome impression materials. densys3D's technology eliminates the need for such materials. The Company technology is differentiated by quick image capture capabilities, fast processing time, high accuracy, ergonomic design and the small email-friendly file size of the 3-D map.



densys3D's system is targeted at the Dental market and Dentists seeking automated production of crowns, bridges, implants and prostheses. densys3D is initially targeting the dental crown and bridge markets. The Company plans to also adapt its technology for use in the orthodontics market for scanning teeth in the placement of braces and other corrective devices. In addition to the stand alone scanner system, densys3D offers simple and easy to use CAD/CAM systems integration interfaces. The system is easy-to-install and to operate and offers capabilities suitable for any budget/need.

### Category, Sub-category & Therapeutic Area(s)

<b>Category:</b>	Dental	<b>Therapeutic Area(s):</b>	Dental
<b>Sub Category:</b>	Imaging	<b>Company Status:</b>	Regulatory Approvals

### Technology & Product(s)

densys3D proprietary hand-held wand contains the intra-oral scanning camera, which captures a tooth image and sends it to a PC-based proprietary software program which develops a highly accurate 3-D digital model of the tooth. The 3-D tooth model can be viewed almost immediately on a dentist's screen allowing the dentist to analyze it in dental real time. The 3-D model can also be emailed directly from the dentist's examination room to third party CAD/CAM machines for the construction of bridges and crowns in dental clinic laboratories or off-site facilities. The file containing the 3-D model is in an open architecture format and compatible with standard CAD/CAM systems. densys3D is distinguished in the market by providing several key highlights: Stand alone unit; Lightest/smallest known wand in market – weighs approximately 150 grams; Robust against physical damage; Voice Operated Option; High accuracy; Dental Real Time Operator Display; Integrates easily into third party CAD/CAM ; Functional Versatility; Standard off the shelf readily available Image/Data processing computer system; User friendly and efficient GUI; Small files quickly emailed; Patent-protected technology and proprietary know-how

### Goal

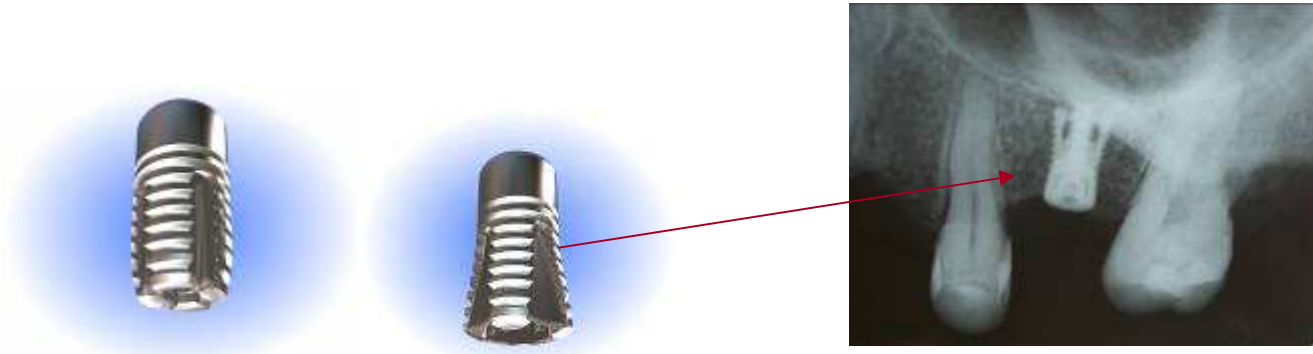
**Objectives:** Marketing and strategic alliances

**Target businesses:**

**Company at a Glance**

**DenTack Implant**  
*Before Expansion*

*After Expansion*



DenTack has developed a new generation of dental implant which has to potential to:

- (1) Treat a large, untapped market segment by introducing a unique short length, expandable implant that achieves initial stability equal to standard length implant, to allow for routine use in candidates with insufficient bone height (about 25% of all cases).
- (2) Shorten treatment time by introducing standard length, expandable implant with enhanced initial stability to allow for immediate implantation or loading procedures (loading abutments or crowns immediately after placement).

**Category, Sub-category & Therapeutic Area(s)**

<b>Category:</b>	Medical Devices	<b>Therapeutic Area(s):</b>	Dental
<b>Sub Category:</b>	Dental Implants	<b>Company Status:</b>	Revenue Growth

**Technology & Product(s)**

Initial implant stability is the key to clinical success. As such, DenTack implants designed to maximize initial stability and to increase the contact area with the surrounding bone.

The compensation for the instability derives from a short length implant is achieved by using a novel expandable stabilization mechanism.

The implant is placed in the Jaw like any other implant. Once in place, the surgeon use an expansion tool to gently open the apical portion of the implant to achieve maximum initial stability.

**Goal**

**Objectives:** Alliances, Distribution  
**Target businesses:** Dental Implant Systems

**Company at a Glance**

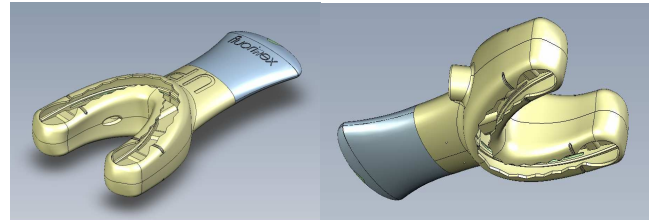
Fluorinex is a privately held Medical Device company, founded in 2004, specializing in the tooth and oral-care industry. The company has developed 2 devices up to now: A teeth Fluorination device for teeth decay prevention ("Fluoritray®"), and a teeth whitening device ("UltraWyte®"), based on an innovative patented technology.

Using its innovative application of 'iontophoresis' process, the company's technology provides topical application of a much higher rate of Fluoride ion uptake than any existing commercial gel treatment presently in use.

This significant breakthrough gives hope to over 90% of the world population that are suffering from the harrasing tooth decay desease.

Based on the same technology, Fluorinex has developed its teeth whitening device that comes in a Home-use and In-office professional versions. Tests results indicate that it attains close to a 100% brightness (per different shade degrees), in the shortest treatment duration in the market.

**UltraWyte® / MegaWyte™**



**Fluoritray®**



**Category, Sub-category & Therapeutic Area(s)**

<b>Category:</b>	Medical Devices	<b>Therapeutic Area(s):</b>	Oral Care, Dental
<b>Sub Category:</b>	Disposable	<b>Company Status:</b>	Initial Revenues

**Technology & Product(s)**

Fluoritray® device for Fluorination: The Fluorinex breakthrough is achieved through a unique two-stage process. The first (preparatory stage) in which there is a unique activation of the teeth aiming at enhancing the electric conductivity of the teeth, that keeping the teeth at positive polarity throughout the entire procedure.

In the second stage, using APF gel and the Fluoritray® that contains an anode and a cathode for electrical activation of the gel. The cathode is designed to make contact with the teeth to ensure the electro-chemical reaction and free travel of fluoride ions from the gel to the teeth, and displace the hydroxide group (OH-) on the outer layer of the tooth to produce a new highly protective mineral layer (Fluoroapatite). This layer has significantly improved chemical and physical resistance to the aggressive bacteria and the resulting acidic environment in the mouth. In the Fluorinex method - there is no current passage thru the body.

UltraWyte® device for whitening: using the same method of electro-chemical reaction in a unique double-biting tray and Hydrogen Peroxide gel: in a one-time treatmrnt of 25-50min at home or in-office, obtaining almost 100% whitening degree.

**Goal**

**Objectives:** Distribution, Alliances  
**Target businesses:** Clinics, Home-use, OTC market



## Global Machining Solutions Ltd

[www.g-m-s.biz](http://www.g-m-s.biz)

### Company at a Glance

Global Machining Solutions is a contract manufacturer of fine Medical devices and surgical components, Specializing in Dental Implants and abutments, Orthopedic Implants and Stainless Steel Drills for Dental Implant Surgery.

### Category, Sub-category & Therapeutic Area(s)

<b>Category:</b>	Services	<b>Therapeutic Area(s):</b>	Dental
<b>Sub Category:</b>	Subcontractor	<b>Company Status:</b>	Revenue Growth

### Technology & Product(s)

Global Machining Solutions operates several modern manufacturing facilities which are divided by function, material and purpose managed by an experienced staff alert to the latest improvements in technology and equipped with the wide array of machinery:

- CNC 4 Axis Machines ,CNC 5 Axis Machines ,
- Single Spindle & Multi Spindle CNC Machines,
- Swiss Type automatic Screw Machines,
- Transfer Machines for medium and large quantity manufacturing ,
- High Precision Surface Grinding Machines & Center less Grinding.
- Global Machining Solutions Dental Division manufactures Dental Abutments, Dental Screws, Custom Dental Implants and Stainless Steel Drills for Dental implant Surgery.

### Goal

**Objectives:** To expand our client base to distributors and OEM's seeking high quality dental Abutments and dental tools, wether as suppliers to OEM's or as suppliers to distributors and practitioners using or selling Titanium abutments compatible to most dental implant manufacturers in the world. Also looking for Companies, OEM's and distributors for Stainless Steel surgical dental drills.



## MDT Micro Diamond Technologies Ltd

[www.mdt dental.com](http://www.mdt dental.com)

### Company at a Glance



Diamond and carbide Dental Rotary Instruments (FG Diamond burs, HP pins and burs, Diamond Discs, FG Carbide burs). Single patient use, sterile FG burs, Gold plated multi-use dental diamonds. MDT is a manufacturer certified by the ISO, CE and the FDA.

### Category, Sub-category & Therapeutic Area(s)

**Category:** Medical Devices

**Therapeutic Area(s):** Dental

**Sub Category:** Equipment, Disposable & Implantable

**Company Status:** Revenue Growth

### Technology & Product(s)

MDT was twice selected as THE BEST VALUE diamonds for dental clinical applications by the independent CRA in the USA. Fast Cutting + Long Life Dental Burs at competitive prices is the MDT advantage.

### Goal

**Objectives:** stocking distributors selling to dental depots.

**Target businesses:** agents who can help us locate Importers/Wholesalers as mentioned above.

**Company at a Glance**



MedicNRG is a leading company in the global Endo technology field, and a major manufacturer of Electronic Apex Locators (EAL) . We are unique in our capability to exactly define a need, “know how” in dental and technological fields and an advanced marketing perception. We aim to integrate design and user friendly interfaces as essential components of our devices’ identities, creating excellent tools in hands of dentists and advancing healthy dentistry.

**Category, Sub-category & Therapeutic Area(s)**

<b>Category:</b>	Medical devices	<b>Therapeutic Area(s):</b>	Dental
<b>Sub Category:</b>	Monitoring	<b>Company Status:</b>	Revenue growth

**Technology & Product(s)**

MedicNRG's digital apex locators overcome typical weaknesses in root canal treatments: The uncertainty of the exact file location in the root canal; concern about perforation of periapical tissue; and the patient's exposure to unnecessary and excessive x-rays.

Using our digital technology apex locators, a maximal indication of the file location is displayed, with a measuring tolerance of 0.1 mm in the apical region. The root canal is optimally cleaned right up to the apical constriction, without any fear of perforation to the periapical tissue.

**Goal**

**Objectives:** Business development by making new contacts, cultivating existing contacts.  
**Target businesses:** Distributors



**MTC Industries & Research Ltd.**

[www.mtc.co.il](http://www.mtc.co.il)

**Company at a Glance**

MTC Industries & Research Ltd. is one of the leading companies in Israel, developing and manufacturing complex aerospace systems and products, as well as medical/dental instruments.

Since its establishment in 1977, MTC has successfully incorporated a broad range of technologies and products. As such, MTC has become a major supplier of these specialized products to leading industries in Israel and worldwide

MTC's highly qualified R&D team utilizes knowledge gained from the manufacturing of these specialized products, using special metals, coatings and advanced technologies for the development of innovative dental products.



**Category, Sub-category & Therapeutic Area(s)**

<b>Category:</b>	Medical Devices	<b>Therapeutic Area(s):</b>	Dental
<b>Sub Category:</b>	Minimally invasive System	<b>Company Status:</b>	Revenue growth

**Technology & Product(s)**

MTC High-Speed Air Turbine handpieces are characterized by their exceptionally light weight, ergonomic design, silent operation, strong light, and easy cartridge replacement. Select models of MTC handpieces have a 5-port water spray, lube-free bearings, an anti-retraction system, and a cellular glass rod.

MTC dental products are medical ISO and CE certified, as well as FDA registered.

MTC maintains a portfolio of original dental inventions & prototypes designed to contribute to the dental practitioner's convenience while accommodating patient's comfort. Up-to 1250 Characters

**Goal**

<b>Objectives:</b>	Joint venture - R&D, marketing
<b>Target businesses:</b>	Leading dental enterprise



ReDent-Nova Ltd.

[www.redent.co.il](http://www.redent.co.il)

## Company at a Glance



ReDent-Nova Ltd. is a dental technology company, developing, designing, manufacturing and marketing innovative dental devices in the field of endodontics (root canal treatments).

The company's flagship product is the Self Adjustable File (SAF), a device for the dental endodontic market that cleans, shapes and irrigates the canal in one step, providing better performance and cost effectiveness in root canal treatments. An additional product, the VATEA, is low cost irrigation device which complements the SAF or ultrasonic or rotatory files. The SAF has been used in over 150 root canal treatments, performed mainly by general dentists, who have reported a high level of satisfaction in terms of: ease of use, smoothness of the canal after preparation, ease of obturation with several techniques, and facilitated removal of filling material in failed treatments. No cases of file separation have been reported.

ReDent-Nova Ltd. works closely with world renowned key opinion leaders in the field of endodontology, conducting extensive pre-clinical and clinical trials, pending publishing. ReDent-Nova Ltd. boasts CE certification, and is now awaiting FDA approval for its flagship product, the SAF.

## Category, Sub-category & Therapeutic Area(s)

<b>Category:</b>	Medical Devices	<b>Therapeutic Area(s):</b>	Dental
<b>Sub Category:</b>	Medical Equipment	<b>Company Status:</b>	Regulatory Approval

## Technology & Product(s)

**SAF- Self-Adjusting File:** Using a hollow lattice design, the SAF automatically and intimately conforms to root canal walls. The SAF can be compressed to the size of an ISO 20 K-file, and after 4 minutes, enlarges the canal by 3 ISO sizes. The SAF overcomes the difficulties encountered in cleaning and shaping curved, irregular, and non-round root canals with just one file. The SAF's design and superior elasticity greatly reduce the risk for canal perforation and file separation, while its hollow design enables constant canal irrigation, facilitating the removal of debris and smear layer throughout the root canal treatment. Results from hundreds of teeth treated with the SAF and evaluated by microCT and Scanning Electron Microscopy confirm the SAF's efficacy.

**VATEA:** The VATEA system is a self-contained fluid delivery unit consisting of a pump console, irrigation reservoir and tubing intended to be used in endodontics to provide irrigation while attached to dental handpieces. The unit's positive displacement peristaltic design prevents fluid retraction which could otherwise result in patient cross-contamination. VATEA can be used to introduce any fresh dental irrigation solution into the pulp chamber during root canal treatments.

## Goal

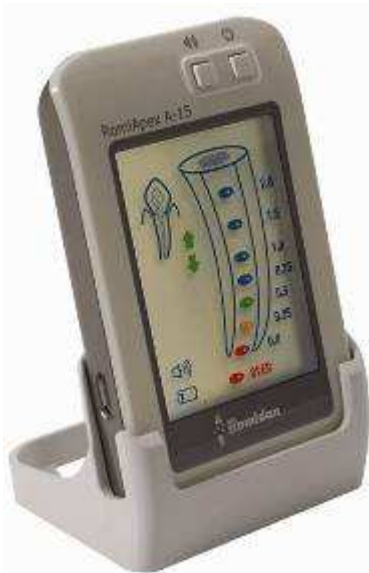
**Objectives:** Distribution, Alliances    **Target businesses:** Dental supply companies



**Romidan Ltd**

[www.romidan.com](http://www.romidan.com)

**Company at a Glance**



Main Operations:

- Since 1995 Romidan Ltd. develops, manufactures and exports high quality Dental products. Such as:

RomiAPEX™ A-15 Apex Locator

RomiDRAPES™ Sterile Dental Cover Kits

Quality system:

- The company is ISO 9001: 2000 and ISO 13485:2003 approved its dental products are

CE 0483 certified.

Export Territories:

- Romidan's products are currently exported to Europe, South America, Eastern Europe and other countries.

**Category, Sub-category & Therapeutic Area(s)**

**Category:** Medical Devices

**Therapeutic Area(s):** Dental & Infection Control

**Sub Category:** Dental Equipment

**Company Status:** Revenue Growth

**Technology & Product(s)**

RomiAPEX™ A-15 Apex Locator

RomiDRAPES™ Sterile Dental Cover Kits

**Goal**

**Objectives:** Distribution

**Target businesses:** Importers, Wholesalers, Dental Distributors, Dental Depots

**Company at a Glance**

Sialo Technology Ltd. provides medical solutions for the treatment of salivary gland diseases and other oral conditions. Sialo's flagship technology, salivary gland endoscopy, provides an accurate means of diagnosing and locating oral obstructions, such as salivary gland stones, and permits minimally invasive oral surgical procedures.

The company's most exciting development - root canal endoscopy - is expected to have a significant impact on the dental market

Sialo was founded in Oct. 2002 and is a public company on TASE (SALO) since Feb. 2007



**Category, Sub-category & Therapeutic Area(s)**

**Category:** Medical Devices

**Therapeutic Area(s):** Dental

**Sub Category:** Endoscope & Accessories; Diagnostic; Minimally Invasive System

**Company Status:** Initial Revenues

**Technology & Product(s)**

Sialo's endoscope solutions are marketed globally and allow doctors to perform minimally invasive procedures in their clinics in cases that previously required full surgery and gland removal. The company offers drains and balloons for use on salivary glands; Lithotripter, an extracorporeal shock wave therapy treatment for salivary gland disorders; and Salivascope, an endoscope system for the treatment of salivary glands.

Sialo Technology offers a full product line of FDA approved disposable items — drains, balloons and baskets — used with advanced endoscopic techniques. Sialo also markets high quality, compact lithotriptors, both with and without an ultrasound unit, for breaking stones into small pieces.

The company's most exciting development - root canal endoscopy - is expected to have a significant impact on the dental market. Sialo offers a tiny endoscope to enable improved visibility of the area under treatment, thereby markedly increasing the success rate of root canal procedures and preventing secondary complications. Potential applications include the detection of throat and mouth cancer.

**Goal**

**Objectives:** Completion of FDA approval and beginning worldwide marketing by cooperation with worldwide distributors.

**Target businesses:** Worldwide distributors.

### Company at a Glance



Silmet Ltd., founded in 1967, develops, manufactures and markets a broad range of dental restorative materials. We specialize in Private Label services for the following products: Glass Ionomers, Composites, Amalgam Alloys (40%-70% Ag), Bonding Agents, Etching Gels. Silmet also provides innovative dental solutions for OEM and Home Brand. Our products are tailored to suit the dentists' needs and today Silmet is recognized as a dental leader in R&D. With a proven track of excellent clinical performance, our products are used by dentists in over 35 countries throughout the world and we bear the following certification: ISO 9001:2000, ISO 13485:2003 and MDD 93/42/EEC. Our company policy is to serve the dentist directly to cut costs - we aim to save the end user up to 40% without compromising quality, and providing superior quality products to make the dentists work easier.

Our primary focus is to build strong brand recognition and together with our partners, establish a large market share.

### Category, Sub-category & Therapeutic Area(s)

**Category:** Medical Devices      **Therapeutic Area(s):** Dental  
**Sub Category:** Disposable, Implantable      **Company Status:** Revenue Growth

### Technology & Product(s)

#### Glass Ionomer Cements:

The range of Silmet's GI restorative cements is based on leading edge technology, available in a variety of presentations. **Special Feature** – New Innovative Luer Lock cap. The only GI capsule with diversable tips:

- ◆ ProGlass™ One – Glass Ionomer Luting Cement
- ◆ ProGlass™ Two – Self Cure Glass Ionomer Cement
- ◆ ProGlass™ Two LC - Radiopaque Light Cured Reinforced Glass Ionomer Restorative
- ◆ ProGlass™ Nine - Radiopaque Packable Glass Ionomer Restorative Cement
- ◆ ProGlass™ Plus - Radiopaque Reinforced Glass Ionomer Luting Cement
- ◆ ProGlass™ Silver - Silver Reinforced Glass Ionomer Cement for Core Build Up

#### Composites:

- ◆ ProFil™ - Universal Micro Hybrid composite material featuring Non-Sticky Formula
- ◆ ProFil™ Flow – A visible light activated, Radiopaque, flowable composite with low viscosity.

#### Amalgams (40%-70% Ag):

Our Multi chambered manufacturing plant for amalgam production is equipped with a computerized quality control laboratory, automatic amalgam capsule production line for Non Gamma dispersion amalgams. Special emphasis is put on particle size distribution, particle shape and heat treatment.

### Goal

**Objectives:** Locate companies interested in our private label services and/or home brand services.

**Company at a Glance**

"Strauss & Co." manufactures high quality electroplated diamond & CBN tools since 1970.

"Strauss & Co." dedicates itself to development of unique products and strives to keep its products on the "quality edge". Our quality system is ISO 9001:2000, ISO 14001, ISO 13485 certified, and all our dental tools meet rule 93/42 EU and are CE certified.

Strauss & Co.'s products are distributed in approximately 50 countries via our global sales organization, which keeps track of the latest innovations, developments and materials in the cutting & grinding fields with super abrasives products.

"Strauss & Co." consists of 3 divisions: (1) Industrial Diamond & CBN Tools: wide range of diamond tools for grinding, cutting and polishing of a variety of metals and composites; (2) Dental Diamond Tools; and (3) Vacuum Brazed Diamond & CBN Tools: New and unique manufacturing technology offers tools for the ceramics, metalworking and stone grinding industries.



**Category, Sub-category & Therapeutic Area(s)**

<b>Category:</b>	Medical Devices	<b>Therapeutic Area(s):</b>	Dental
<b>Sub Category:</b>	Disposable, Implantable	<b>Company Status:</b>	Revenue Growth

**Technology & Product(s)**

Dental Diamond Tools:

Our burs are 100% controlled and have an even homogenized diamond surface - minimal pressure is required on the turbine and the prepared tooth surface is left homogenized.

We use top quality Swiss made stainless steel blanks - maximum precision & minimum vibration.

We work very closely with the two Israeli universities and have a very good cooperation with them.

Along with our high quality burs, we also have some unique products:

- The patented revolutionary Magic Touch burs designed to process Zirconia and porcelain without causing micro-fractures.
- Our new "Premium" line of specially made, high quality gold plated diamond burs.
- Solid Carbide - Highly accurate, One-piece tungsten carbide bur.
- Patented Smart Cleaner – a personal turbine service tool.
- "ONE" - wide range of pre-sterilized, single use burs.

Our products are being sold to more than 50 countries around the world both under our name and also on an OEM basis.

**Goal**

**Objectives:** Distribution  
**Target businesses:** Dental dealers, dental manufacturers

# VeriFresh®

VeriFresh Ltd.

[www.verifresh.com](http://www.verifresh.com)

## Company at a Glance



VeriFresh is an Israel-based company that invents, manufactures and markets innovative designs of preventative oral care products. The company's products address current problems in oral care including bad breath, gum disease, bacteria control, floss and natural oral care products.

## Category, Sub-category & Therapeutic Area(s)

**Category:** Pharmaceuticals      **Therapeutic Area(s):** Dental, Oral Care, Infection Control  
**Sub Category:** Natural Materials      **Company Status:** Revenue Growth

## Technology & Product(s)

Gum massager, ergonomic tongue cleaner, adjustable flosser, breath gel and natural oral care gels.

## Goal

**Objectives:** To identify partners in the U.S. for distribution and direct sales of our products  
**Target businesses:** Oral care product distributors, dental clinics, retail pharmacies and chains.