

VITA MARKETING AND SALES INFO

Special internal IDS issue
VITA CAD/CAM MATERIALS

 Who?  How?  Where?  When?

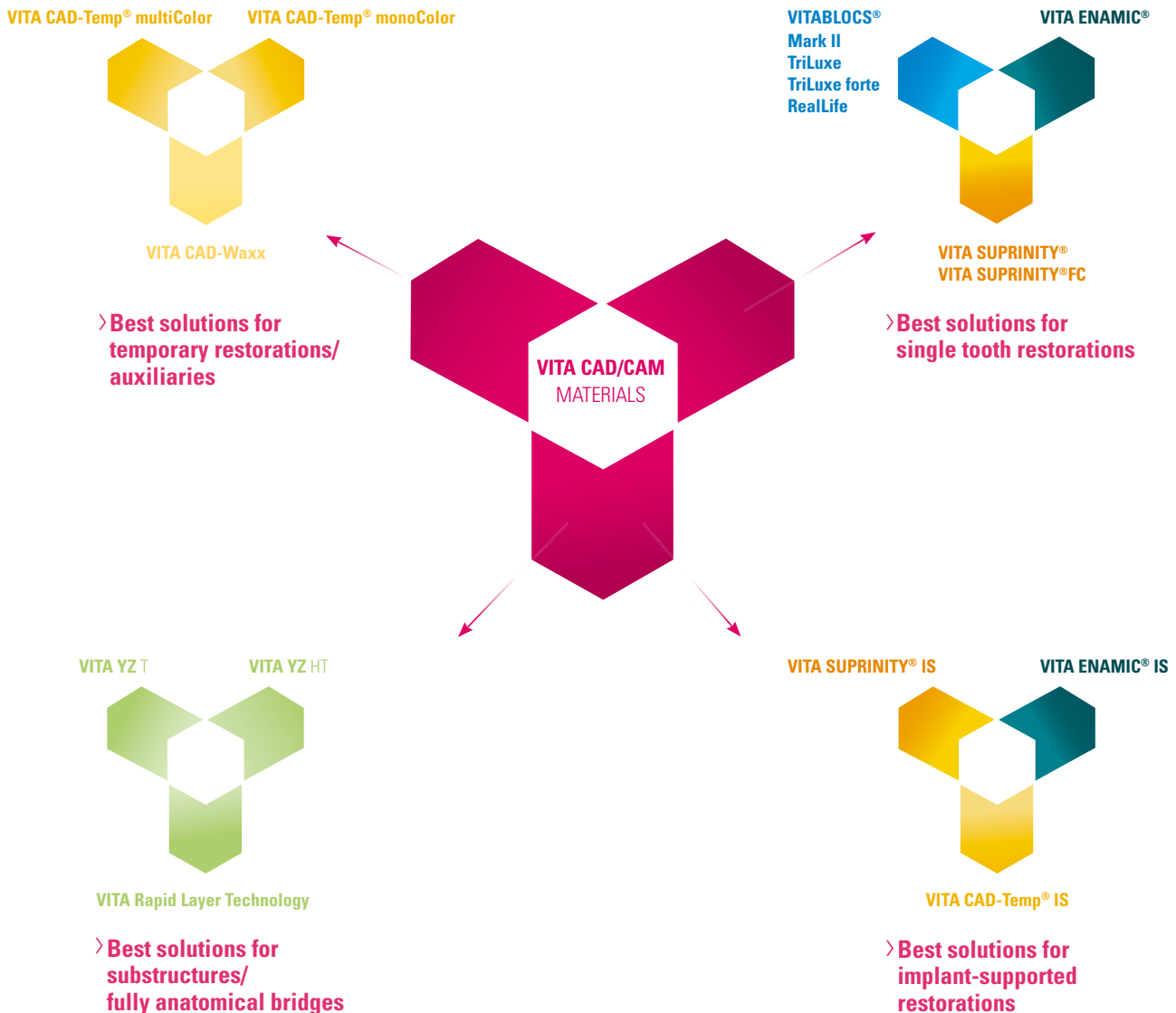
Date of issue: 04.15

VITA shade, VITA made.

VITA

VITA CAD/CAM MATERIALS – for best solutions. Proven a million times over.

VITA CAD/CAM MATERIALS – Overview of all solutions



Key message

› **VITA CAD/CAM MATERIALS** – for best solutions. Proven a million times over.

VITA Zahnfabrik =
 CAD/CAM pioneer

Best solutions for all indications

Proven and innovative

VITA is the pioneer in the field of dental CAD/CAM materials for practices and laboratories. VITA has been offering top-quality material solutions for a wide range of indications since 1985.

In addition to materials for temporary restorations, VITA's product range also includes highly esthetic products for single tooth restorations and materials for framework constructions and fully anatomical bridge restorations as well as products for implant-supported restorations.

Today users in practices and laboratories benefit from numerous proven solutions and trendsetting, innovative materials.



VITA CAD/CAM MATERIALS Compendium (Prod. No. 994)

Who is the target audience?

To be provided to **interested parties/customers** (dentists/dental technicians) who own a CAD/CAM system compatible with VITA materials and to trade partners.

How should this tool/medium be used?

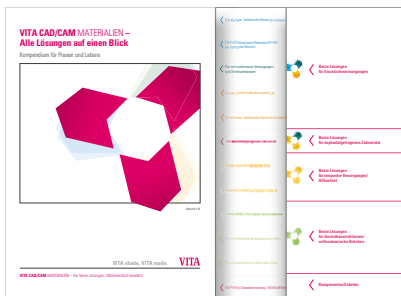
This medium can be used during consultations as a tool to support sales and passed on to the end customer.

Where can I get it?

The compendium is available from the internal sales team or electronically from O:\VITA Medien Archiv\Drucksachen\VITA Machinable Materials\Machinable Materials allgemein\994 Compendium.

When is it available?

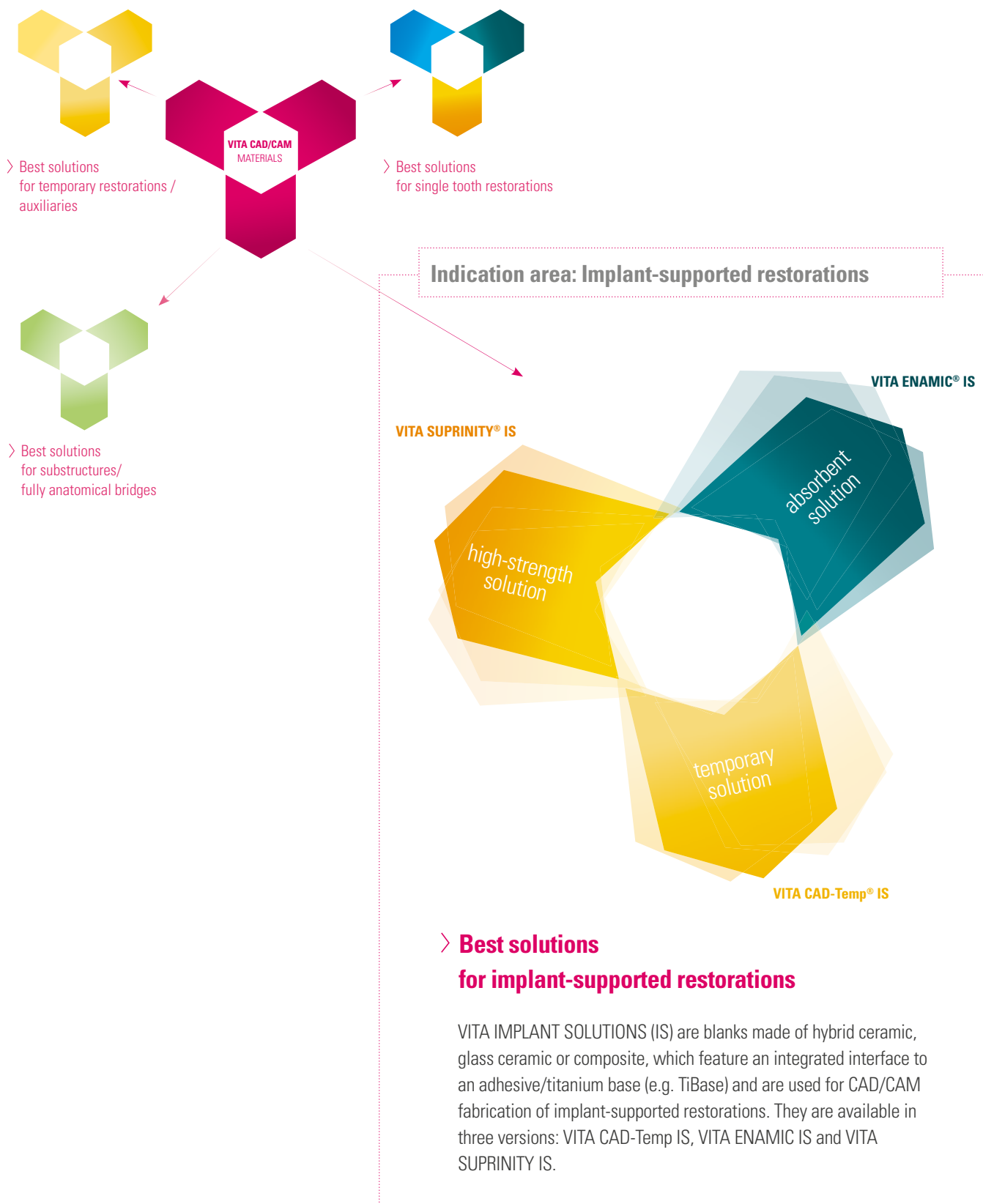
From March 2015.



Which elements/content and why?

- > The newly designed **Compendium** shows a full overview of all VITA CAD/CAM materials in block and DISC geometries.
- > Thanks to intuitive and intelligent navigation, it reliably guides customers and sales staff through the variety of materials, the indication or to product recommendations.

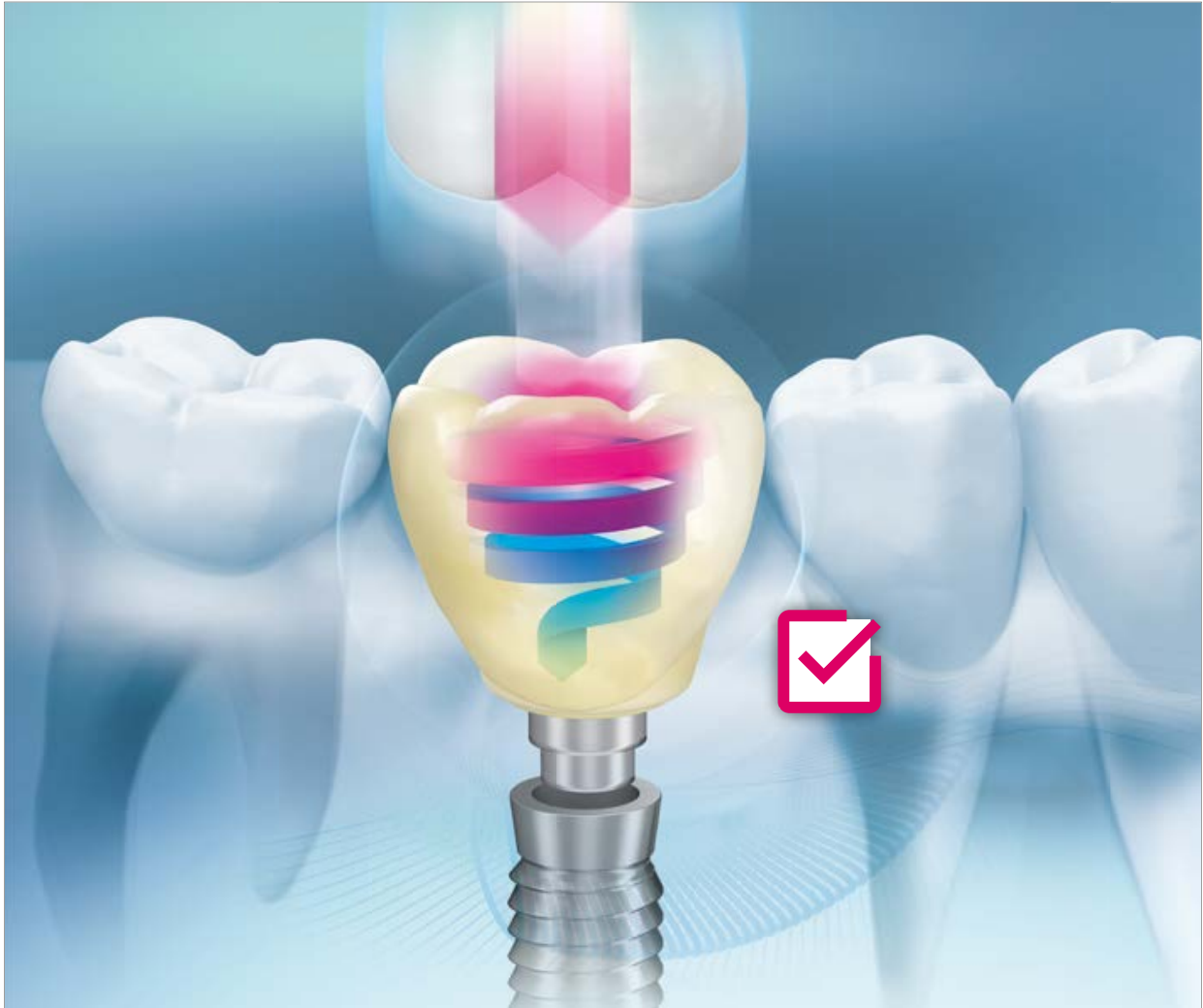
VITA IMPLANT SOLUTIONS – Classification into the entire product range



Key message

> VITA IMPLANT SOLUTIONS – Best solutions for implant-supported restorations

VITA ENAMIC[®] IS absorbs masticatory forces. Resilient. Efficient. Exact.



Main campaign motive

What is the focus and task of the campaign?

Campaign focus:
VITA ENAMIC IS

Entire product range
is integrated

The targets are

- > to emphasize the USP of VITA ENAMIC IS, i.e. the absorbent material properties
- > and to establish VITA ENAMIC IS as the new material standard for CAD/CAM implant prosthetics.

The entire product range of VITA IMPLANT SOLUTIONS is integrated into the marketing materials based on:

- > clear structuring of all solutions according to a comprehensible classification principle
- > clear (indication) recommendations for each solution
- > presentation of the entire restorative concept

VITA IMPLANT SOLUTIONS – The campaign concept

Key messages of the campaign?

Absorbs masticatory forces

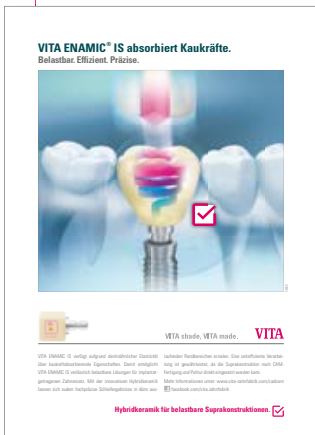
The key message "VITA ENAMIC IS absorbs masticatory forces" underlines that VITA ENAMIC IS ...

Efficient and precise

- > absorbs masticatory forces thanks to dentine-like elasticity
- > allows good clinical stability for implant crowns.
- > The key words "Resilient. Efficient. Precise." emphasize the main beneficial characteristics.

Which measures are planned or what will be provided?

Channels	Measures/media
Print/advertising	<ul style="list-style-type: none"> > Advertisement (Focus: VITA ENAMIC IS) > Product sheet > Concept brochure > DENTAL VISIONIST magazine, "Implant edition" > Sample set coupon > Working Instructions
Direct marketing	<ul style="list-style-type: none"> > Mailing to CEREC/inLab-users with "focus on implant prosthetics"
Multiplier management	<ul style="list-style-type: none"> > Mailing to multipliers > Multiplier events
Sales tools	<ul style="list-style-type: none"> > Sales/presentation folder > Concept presentation > Sample set > Demo model
E-/online media	<ul style="list-style-type: none"> > Google AdWords campaign > Social media campaign
Public Relations	<ul style="list-style-type: none"> > Special dental article "Implant prosthetics"
Training/events	<ul style="list-style-type: none"> > Roll-up > 3-D fair exhibit > Training/courses: "Focus on implant prosthetics"



VITA ENAMIC IS Advertisement (Prod. No. 3490)

Who is the target audience?

For **dentists/practice laboratories** with CEREC/inLab¹, who work in the field of implantology or who fabricate implant prosthetics.

How should this tool/medium be used?

VITA Corporate Communications will place this advertisement specifically in selected specialist dental media.

Where can I get it?

Available from Corporate Communications or electronically from the directory O:\VITA Medien Archiv\Anzeigen\Vollkeramik.

When is it available?

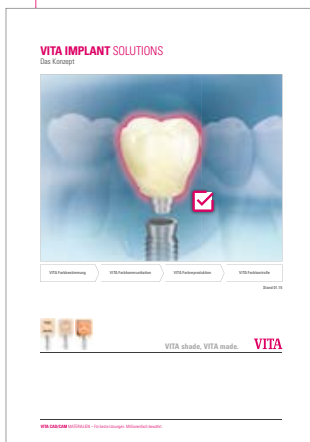
From March 2015.

Which elements/content and why?

- › The **advertisement** illustrates the main differentiating benefits of VITA ENAMIC IS in an attention-grabbing manner.
- › By placing the advertisement in selected media, the message is intended to be communicated to those in the relevant target group.

¹) Plus CAD/CAM systems validated by VITA with adapter for blanks with "Sirona attachment".

VITA IMPLANT SOLUTIONS – Overview of instruments



VITA IMPLANT SOLUTIONS Concept brochure (Prod. No. 10149D)

Who is the target audience?

To be provided to **interested parties/customers**, i.e. dentists/dental technicians who own a CEREC/inLab system (working in the fields of implantology/implant prosthetics).

How should this tool/medium be used?

This medium can be used during consultations as a tool to support sales and to pass on to end customers.

Where can I get it?

From the internal sales team or electronically from the directory O:\VITA Medien Archiv\Drucksachen\VITA Machinable Materials\Implant Solutions.

When is it available?

From May 2015 in German/English.

From June/July 2015 in additional foreign languages.

Which elements/content and why?

The concept brochure

- > communicates key features/benefits
- > structures the solutions systematically
- > provides clear (indication) recommendations
- > shows the restorative concept
- > shows (comparative) test results for convincing evidence
- > demonstrates the system approach including all necessary components



VITA IMPLANT SOLUTIONS Product sheet (Prod. No. 10154)

Who is the target audience?

To be provided to **interested parties/customers**, i.e. dentists/dental technicians who own a CEREC/inLab system (working in the fields of implantology/implant prosthetics).

How should this tool/medium be used?

This medium can be handed over to interested parties/customers as a promotional item and is suitable for use during trade fairs/congresses.

Where can I get it?

From the internal sales team or electronically from the directory O:\VITA Medien Archiv\Drucksachen\VITA Machinable Materials\Implant Solutions.

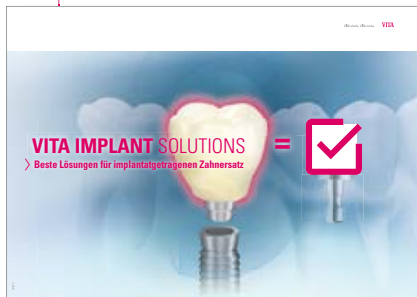
When is it available?

From March 2015.

Which elements/content and why?

As a compact 4-page publication, the **product sheet** communicates key product, benefit and assortment information on the entire product range of VITA IMPLANT SOLUTIONS.

VITA IMPLANT SOLUTIONS – Overview of instruments



VITA IMPLANT SOLUTIONS Sales/presentation folder (Prod. No. 10156)

Who is the target audience?

Sales tool **for the VITA sales organization** and their **trade partners. Not intended to be passed on to end customers.**

How should this tool/medium be used?

This presentation folder can be used during consultations as a tool to support sales and to pass on to trade partners (with corresponding explanations).

Where can I get it?

Available from the internal sales team or electronically from the directory O:\VITA Medien Archiv\Drucksachen\VITA Machinable Materials\Implant Solutions.

When is it available?

From March 2015 in German/English.

From April/May in additional foreign languages.



Which elements/content and why?

- › This spiral-bound **presentation folder** provides support to sales staff during consultation by addressing essential customer questions as a dialog-oriented tool and answers them in a convincing manner.
- › It provides a concise overview of the VITA IMPLANT SOLUTIONS and answers questions concerning features, benefits, indications and restorative concepts.





VITA IMPLANT SOLUTIONS Concept presentation

Who is the target audience?

Sales tool for the **VITA sales organization** and their **trade partners**.

How should this tool/medium be used?

The presentation can be used as a sales tool for individual consultations and for presentations. The medium (with corresponding explanations) is intended to be handed over to trade partners.

Where can I get it?

From the directory O:\VITA Medien Archiv\Präsentationen\VITA Vollkeramik in all main languages, in the respective language-specific subdirectory "VITA IMPLANT SOLUTIONS".

When is it available?

From March 2015 in German/English.
From April/May 2015 in additional foreign languages.

Which elements/content and why?

- > This **presentation** provides support during consultation, speeches, training and commercial presentations.
- > It provides a concise overview of the VITA IMPLANT SOLUTIONS and their features, differentiating benefits and intended purposes or applications.

VITA IMPLANT SOLUTIONS – Overview of instruments



VITA IMPLANT SOLUTIONS Working instructions (Prod. No. 10150)

Who is the target audience?

To be handed over to **buying customers** (dentists/practice laboratories) with CEREC/inLab.

How should this tool/medium be used?

This medium is to be used during individual instruction and training and handed over specifically to customers who are going to process the blanks for the first time.

Where can I get it?

From the internal sales team or electronically from the directory O:\VITA Medien Archiv\Drucksachen\VITA Machinable Materials\Implant Solutions.

When is it available?

Anticipated by the end of March 2015 in German.
From April/May 2015 in foreign languages.

Which elements/content and why?

In detail and step by step, the **working instructions** describe how to use, process and bond the VITA IMPLANT SOLUTIONS materials (VITA CAD-Temp IS and VITA ENAMIC IS).



VITA IMPLANT SOLUTIONS

Sample Set 1M2-HT (Prod. No. EC4SS4079482)

Sample Set 2M2-HT (Prod. No. EC4SS4129482)

Who is the target audience?

To be handed over specifically/selectively to potential buyers/customers (dentists/practice laboratories) with CEREC/inLab.

How should this tool/medium be used?

The set serves to generate leads and sales but requires previous consultation (e.g. personally on site, during trade fairs and via mailings) and consistent after-sales support.

Where can I get it?

- > The set can be requested from the internal sales team after filling out the "VITA IS Sample Set Coupon" (the coupon is also available from the internal sales team).
- > Note: When ordering the set, the demo account of the respective VITA employee will be debited with the amount of € 80!
- > The guidelines of the respective national department/representative apply to the sales regions outside Germany.

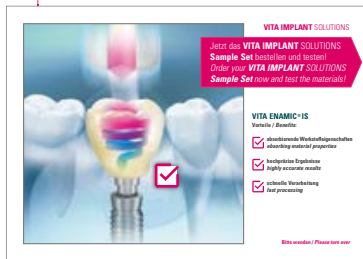
When is it available?

Anticipated from May 2015.

Which elements/content and why?

- > By using **sample blanks**, customers will be able to directly experience (visually/tactually) the benefits of processing and achieve the respective final result .
- > Each sample set includes one VITA CAD-Temp and one VITA ENAMIC IS blank in the selected shade 1M2 or 2M2.
- > Both blanks have the geometry IS-16 and feature an L-interface.

VITA IMPLANT SOLUTIONS – Overview of instruments



VITA IMPLANT SOLUTIONS Sample Set-Coupon (Prod. No. 10173)

Who is the target audience?

To be handed over specifically/selectively to potential buyers/customers (dentists/practice laboratories) with CEREC/inLab.

How should this tool/medium be used?

- > The coupon to request the sample sets is to be filled out by or with the customer and sent to the internal sales team.
- > The coupon can be used during customer visits, trade fairs, conventions and events.

Where can I get it?

Available from the internal sales team or electronically from the directory O:VITA Medien Archiv\Drucksachen\VITA Machinable Materials\Implant Solutions.

When is it available?

Anticipated from March 2015.

Which elements/content and why?

- > **Coupon** with product/ordering information.
- > Information in two languages - German and English (e. g. for int. use at trade fairs).





VITA ENAMIC IS

Demo model (Prod. No. W022)

Who is the target audience?

Sales tool for the **VITA sales organization** and for handing over to selected salespersons (e.g. CEREC specialists) of the trade partners.

How should this tool/medium be used?

The model can be used during consultation so that customers are able to directly experience/comprehend the final result both visually and tactually.

Where can I get it?

- › Each VITA sales employee will receive a demo model from the respective trainer of the Technical Service within the scope of his/her post-IDS training.
- › Technical Service needs to be contacted directly if additional models are required.
- › Each model has a value of € 180. If models are requested, the respective sales cost center will be debited with the corresponding amount.

When is it available?

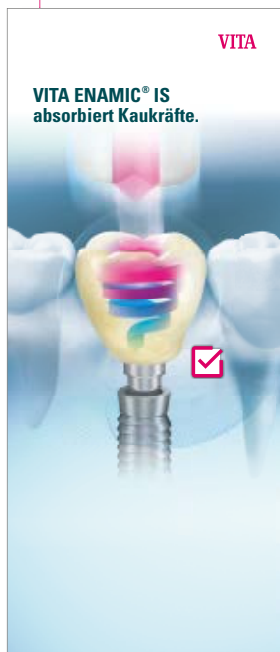
Handed over during advanced training.

Delivery dates for trade partners on request.

Which elements/content and why?

- › The final result can be clearly experienced with the **demo model**.
- › Model with molar abutment crown made from VITA ENAMIC IS blank on an implant.

VITA IMPLANT SOLUTIONS – Overview of instruments



VITA ENAMIC IS Roll-Up (Prod. No. 2388)

Who is the target audience?

For the **VITA sales organization** and their **trade partners**.

How should this tool/medium be used?

For trade fairs, conventions and events.

Where can I get it?

Available from the internal sales team. The roll-up has a value of € 160.

When is it available?

Available in German and English from April; additional languages on request (from Corporate Communications).

Which elements/content and why?

The **roll-up** communicates the main, differentiating benefit with the campaign motive.



VITA ENAMIC IS 3-D fair exhibit

👤 Who is the target audience?

For the **VITA sales organization**.

⚙️ How should this tool/medium be used?

For trade fairs, conventions and events as a distinctive eyecatcher.

👉 Where can I get it?

Two demo objects are part of the fair items of Mr. Stäuble.
He manages the use of the objects.

🕒 When is it available?

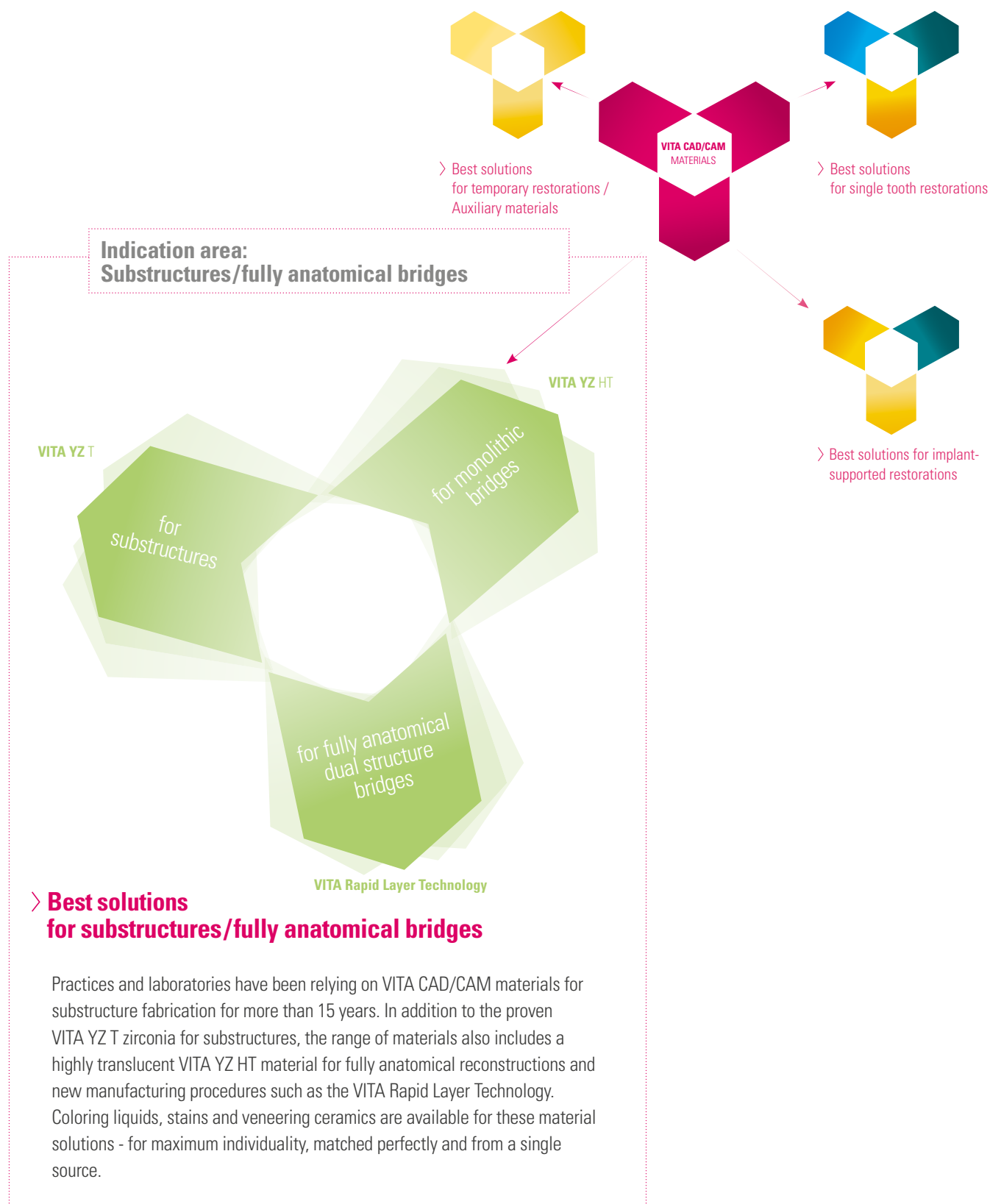
From March 2015.

Which elements/content and why?

VITA ENAMIC IS blank with integrated interface on a pedestal.



VITA YZ – Classification into the entire product range

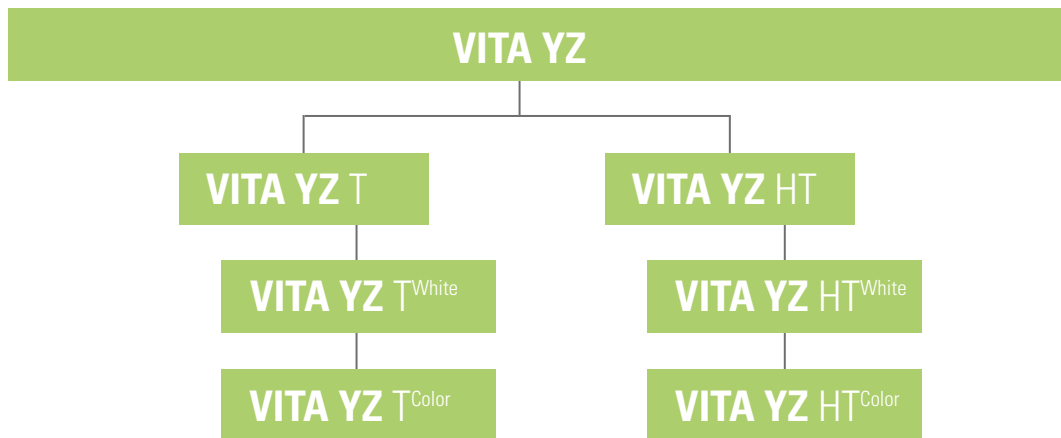


Key message

> **VITA YZ** – Best solutions for substructures/fully anatomical bridges

VITA YZ – Classification into the entire product range/presentation of the structure

New product brands/product range structure



What's new?

New product brand structure

VITA In-Ceram YZ = VITA YZ T (NEW)

VITA YZ HT = highly translucent

Superscript text, such as T^{White}/T^{Color}

For the VITA zirconia product range, a new product brand structure will be introduced from March 2015, based on a clear organizational principle.

- > In the case of "VITA In-Ceram YZ", the medium-translucency zirconia of VITA that has proven its worth over many years, the supplementary text "In-Ceram" will no longer be used. The zirconia solution will now be marketed as "VITA YZ T" (T = Translucent).
- > The brand element "In-Ceram" has its origin in the infiltration ceramic and was frequently not associated with zirconia (sintered ceramics) by customers.
- > The new, high-translucency VITA zirconia will be consistently marketed as "VITA YZ HT" (HT = high translucent), regardless of its geometry ("block/DISC").
- > Uncolored (white) and pre-colored zirconia variants will already be clearly identified by supplementary superscript text in their brand names (T^{White} or T^{Color} as well as HT^{White} or HT^{Color}).

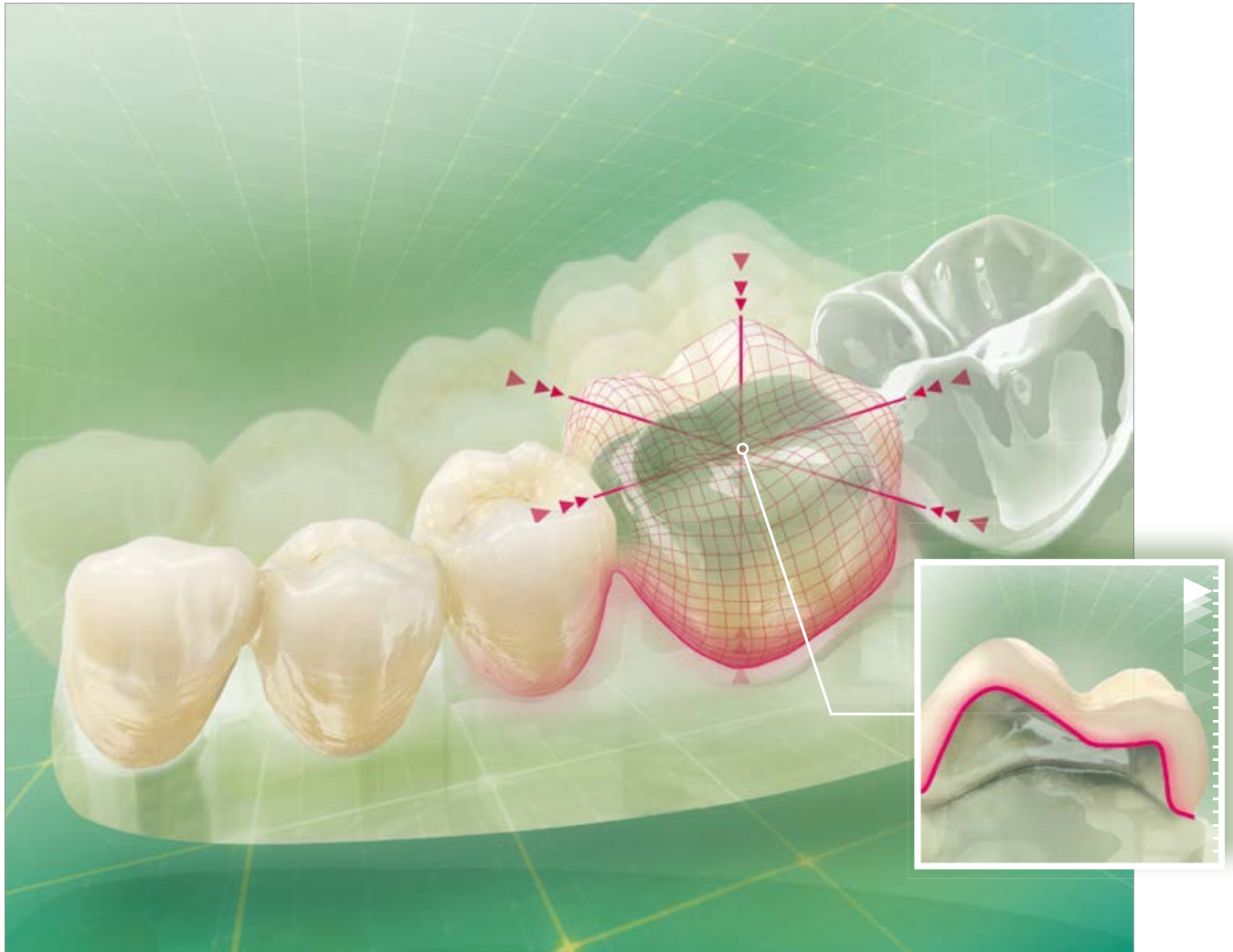
What objectives and when?

More clarity and comprehensibility

Available from June

- > The new structure became necessary because the number of variants in the zirconia portfolio has grown enormously.
- > New and proven solutions can only be illustrated in a consistent and clear fashion with a new structure.
- > From June, the VITA YZ blanks can be ordered with new names, labeling and packaging, and using new product numbers in each case.

VITA YZ HT – precision esthetics. Highly translucent. Highly accurate. Zirconia.



Main campaign motive

What is the focus of the campaign?

Campaign focus: VITA YZ HT

Entire portfolio is integrated

System solution for accurate fit

The targets are

- > to communicate key benefits of VITA YZ HT, i.e. precision/fit and esthetics
- > and to position the material for a monolithic restorative concept.

The entire VITA YZ portfolio is integrated into the marketing materials by means of:

- > structuring of all solutions according to a clear classification principle
- > clear (indication) recommendations for each solution

For each variant (YZ T and YZ HT), the marketing materials are going to illustrate:

- > the suitable restorative concept in each case
- > the respective system components, i.e. liquids, stains etc. (integrated)

Key messages of the campaign?

Esthetics and precision

The key message is: VITA YZ HT – precision esthetics.

It points out that VITA YZ HT,

- › as a highly translucent material, features an excellent esthetic potential
- › and enables high edge stability and precise sintering results for accurate restorations.

Which measures are planned or what will be provided?

Channels	Measures/media
Print/advertising	<ul style="list-style-type: none"> › Advertisement (focus: VITA YZ HT) › Product Sheet › Concept brochure › Technical and scientific documentation › DENTAL VISIONIST magazine "Zirconia edition" › Working Instructions
Direct marketing	<ul style="list-style-type: none"> › Mailing to selected laboratories/milling centers
Multiplier management	<ul style="list-style-type: none"> › Mailing to multipliers
Sales tools	<ul style="list-style-type: none"> › Sales/presentation folder › Concept presentation › Demo model
E-/online media	<ul style="list-style-type: none"> › Google AdWords campaign › Social media campaign
Public Relations	<ul style="list-style-type: none"> › Special dental articles "Monolithic concept"
Training/events	<ul style="list-style-type: none"> › Roll-up › Training/Courses: "Monolithic restorations"

MATERIALS – Overview of instruments



VITA YZ HT Advertisement (Prod. No.3488)

Who is the target audience?

Primarily **laboratories/practice laboratories** and **milling centers** with a CAD/CAM system.

How should this tool/medium be used?

VITA Corporate Communications will place the advertisement specifically in selected dental media.

Where can I get it?

From Corporate Communications or from the directory
O:\VITA Medien Archiv\Anzeigen\Vollkeramik\YZ HT.

When is it available?

From March 2015.

Which elements/content and why?

- › The **advertisement** illustrates the main differentiating benefit of VITA YZ in an attention-grabbing manner.
- › By placing the advertisement in selected media, the message is intended to be communicated to all persons of the relevant target group.



VITA YZ HT Concept brochure (Prod. No. 10145)

Who is the target audience?

To be provided to **interested parties/customers** (primarily dental technicians with CAD/CAM system).

How should this tool/medium be used?

This medium can be used during consultations to support sales and to pass on to the end customer.

Where can I get it?

Available from the internal sales team or electronically from the directory
O:\VITA Medien Archiv\Drucksachen\VITA Machinable Materials\YZ.

When is it available?

From May 2015 in German/English.

From June/July 2015 in additional foreign languages.

Which elements/content and why?

The concept brochure

- › communicates key features/benefits
- › structures the solutions systematically
- › provides clear (indication) recommendations
- › shows the restorative concept
- › shows (comparative) test results for convincing evidence
- › demonstrates the system approach including all necessary components

MATERIALS – Overview of instruments



VITA YZ HT Product sheet (Prod. No. 10155)

Who is the target audience?

To be handed over to **interested parties/customers** (primarily dental technicians with CAD/CAM systems).

How should this tool/medium be used?

This medium can be handed over to interested parties/customers as a promotional item and is suitable for use during trade fairs/conventions.

Where can I get it?

The publication is available from the internal sales team or electronically from the directory O:\VITA Medien Archiv\Drucksachen\VITA Machinable Materials\YZ/YZ HT.

When is it available?

From March 2015.

Which elements/content and why?

› As a compact 4-page publication, the **product sheet** communicates key product, benefit and assortment information on the entire VITA YZ HT assortment.



VITA YZ

Sales/presentation folder (Prod. No. 10157)

Who is the target audience?

Sales instruments for the **VITA sales organization** and their **trade partners**.
Not intended to be passed on to end customers.


How should this tool/medium be used?

This presentation folder can be used during consultations as a tool to support sales and passed on to trade partners with corresponding explanations.

Where can I get it?

The publication is available from the internal sales team or electronically from the directory O:\VITA Medien Archiv\Drucksachen\VITA Machinable Materials\YZ.

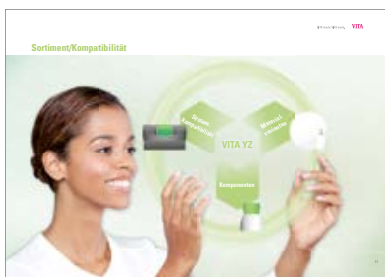
When is it available?

-  From March 2015 in German/English.
From April/May in additional foreign languages.



Which elements/content and why?

- › This spiral-bound **presentation folder** provides support to sales staff during consultation by addressing essential customer questions as a dialog-oriented tool and answers them in a convincing manner.
- › It provides a concise overview of the VITA YZ portfolio and answers questions concerning features, benefits, indications and restorative concepts.



MATERIALS – Overview of instruments



VITA YZ Concept presentation

Who is the target audience?

Sales tool for the **VITA sales organization** and their **trade partners**.

How should this tool/medium be used?

The presentation can be used as a sales tool for individual consultations and for presentations. The medium (with corresponding explanations) is intended to be handed over to trade partners.

Where can I get it?

The master presentation is available from the directory O:\VITA Medien Archiv\Präsentationen\VITA Vollkeramik in all main languages, in the respective language-specific "VITA YZ" subdirectory.

When is it available?

From March 2015 in German/English.

From April/May in additional foreign languages.

Which elements/content and why?

- › This **presentation** provides support during consultation, speeches, training and commercial presentations.
- › It provides a concise overview of the VITA YZ solutions and their features, differentiating benefits and intended purposes or applications and process/fabrication steps.



VITA YZ

Technical and scientific documentation (Prod. No. 10160)



Who is the target audience?

To be handed over to interested persons/customers, opinion leaders/universities and lecturers.



How should this tool/medium be used?

- › The medium can be used during consultation if the interested party/customer wants to receive more detailed information about material and test results.
- › Handed over to end customers if they want their decision to purchase to be based on scientific facts.



Where can I get it?

Available from the internal sales team or from the directory
O:\VITA Medien Archiv\Drucksachen\VITA Machinable Materials\YZ.



When is it available?

From May 2015 in German/English.
From June/July in additional foreign languages.

Which elements/content and why?

- › This **documentation** provides a concise summary of all material-scientific results for VITA YZ.
- › It shows numerous test results of VITA YZ in comparison with competitors and underlines or supports the evidence of the benefit arguments.



VITA YZ Working instructions (Prod. No. 10166)

Who is the target audience?

To be handed over to buying customers (primarily dental technicians with CAD/CAM systems).

How should this tool/medium be used?

This medium is to be used during individual instruction and training and handed over specifically to customers who are going to process the blanks for the first time.

Where can I get it?

Available from the internal sales team or electronically from the directory O:\VITA Medien Archiv\Drucksachen\VITA Machinable Materials\YZ.

When is it available?

Anticipated from March 2015 in German.
From April/May 2015 in the foreign languages.

Which elements/content and why?

- › In a step by step approach, the **working instructions** explain how to use, process and bond the VITA YZ materials.
- › The newly designed medium explains both the fabrication processes of substructures made from VITA YZ T and monolithic bridges made from VITA YZ HT.



VITA YZ HT
Demo model (Prod. No. W023)

Who is the target audience?

Sales tool for the VITA sales organization and for handing over to selected salespersons (e.g. CEREC specialists) of the trade partners.

How should this tool/medium be used?

The model can be used during consultation so that customers are able to directly experience/comprehend the final result both visually and tactually.

Where can I get it?

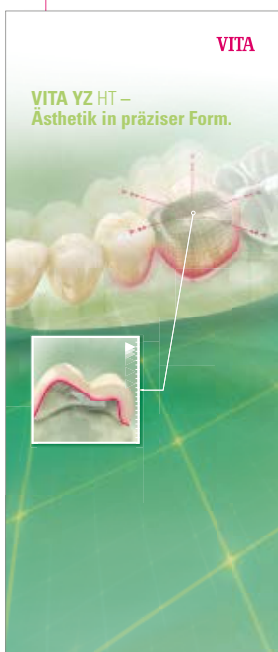
- > Each VITA sales employee will receive a demo model from the respective trainer of the Technical Service within the scope of his/her post-IDS training.
- > Technical Service needs to be contacted directly if additional models are required.
- > Each model has a value of € 250. If models are requested, the respective sales cost center will be debited with the corresponding amount.

When is it available?

Handed over during advanced training. Delivery dates for trade partners on request.

Which elements/content and why?

- > The final result can be clearly experienced with the **demo model**.
- > Model with 4-unit monolithic posterior bridge made from VITA ZY HT (characterized with SHADE LIQUIDS/AKZENT Plus).



VITA YZ HT
Roll-up (Prod. No. 2387)

Who is the target audience?

For the **VITA sales organization** and their **trade partners**.

How should this tool/medium be used?

For trade fairs, conventions and events.

Where can I get it?

The roll-up can be requested from the internal sales team.
The roll-up has a value of € 160.

When is it available?

Available in German and English from April.
More languages on request (from Corporate Communications).

Which elements/content and why?

The roll-up communicates the main, differentiating benefit with the campaign motive.

Articles	Author
VITA YZ HT:	
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Technical Hotline

Tel. +49 7761 / 56 22 22, Fax +49 07761 / 56 24 46

8.00 a.m. to 5 p.m.

E-mail: info@vita-zahnfabrik.com

Questions on product solutions/product equipment:

> Hartmut Kimmich

Product Management

Tel. +49 7761 / 562 232

E-mail H.Kimmich@vita-zahnfabrik.com

Questions on marketing measures/instruments:

> Philipp Sänger

Product Marketing

Tel. +49 7761 / 562 259

E-mail P.Saenger@vita-zahnfabrik.com

> Marion Baumgartner

Product Management

Tel. +49 7761 / 562 297

E-mail M.Baumgartner@vita-zahnfabrik.com

> Christina Latz

Product Marketing

Tel. +49 7761 / 562 276

E-mail C.Latz@vita-zahnfabrik.com

> Patrick Bayer

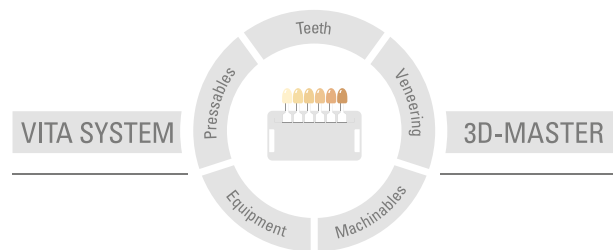
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VITA

VITA Zahnfabrik H. Rauter GmbH & Co.KG
Spitalgasse 3 · D-79713 Bad Säckingen · Germany
Tel. +49 (0) 7761 / 562-0 · Fax +49 (0) 7761 / 562-299
Hotline: Tel. +49 (0) 7761 / 562-222 · Fax +49 (0) 7761 / 562-446
www.vita-zahnfabrik.com · info@vita-zahnfabrik.com
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