



## Media release

# **Straumann receives Frost & Sullivan Medical Device Technology of the Year Award for Roxolid®**

**Basel, 18 May 2010:** At an official ceremony in London today, Straumann, a global leader in regenerative, restorative and replacement dentistry, will be presented with the 2009 'Medical Device Technology of the Year Award' for Roxolid®, an innovative high performance material for dental implants. The Award, which recognizes excellence in technological innovation, is one of the Best Practices Awards bestowed by Frost & Sullivan, the global growth consulting company.

### **About Roxolid**

The material most commonly used for dental implants today is titanium, which is well known for its biological compatibility with the human body, its resistance to corrosion, and its strength. However, its mechanical properties are limited in the case of small diameter implants, which are needed in narrow spaces. Roxolid is an alloy of titanium and zirconium which combines high tensile and fatigue strengths<sup>1</sup> with excellent osseointegration<sup>2</sup>. It has been designed to increase reliability and confidence with small diameter implants. Rigorous tests in Straumann laboratories have shown that it has higher fatigue<sup>3</sup> and tensile strength than pure titanium (grade 4 annealed and cold worked), the current material of choice for dental implants. In addition, preclinical study results have indicated that bone integrated with Roxolid better than with pure titanium (grade 4)<sup>4</sup>. Additionally, Roxolid can accommodate the sophisticated micro-structuring processes required for Straumann's SLActive® surface technology, which enhances osseointegration.

### **Straumann's largest prelaunch clinical program to date**

Roxolid has been undergoing a broad program of clinical trials in 9 countries, the first of which began more than 2 years ago. Involving 60 centers and more than 300 patients, this is one of the largest clinical research programs ever undertaken by a dental implant company prior to market launch. Initial clinical reports have already been presented by lead investigators at recent major congresses<sup>5,6,7,8</sup>. Apart from the clinical program, Roxolid was made available to 450 selected specialists in a controlled release program, in which more than 11 000 implants were distributed. Further information about Roxolid is available at [www.straumann.com](http://www.straumann.com). For pictures please visit [http://straumann.imagedirector.net/albums?album\\_code=ph3ej3z5w54n](http://straumann.imagedirector.net/albums?album_code=ph3ej3z5w54n).

### **About Frost & Sullivan**

Frost & Sullivan, the Growth Partnership Company, partners with clients to accelerate their growth. The company's Growth Partnership Services and Growth Consulting services empower clients to create a growth-focused culture that generates, evaluates, and implements effective growth strategies. For nearly 50 years Frost & Sullivan has partnered with Global 1000 companies, emerging businesses and the investment community from more than 35 offices on six continents.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development.

### **About Straumann**

Headquartered in Basel, Switzerland, the Straumann Group (SIX: STMN) is a global leader in implant and restorative dentistry and oral tissue regeneration. In collaboration with leading clinics, research institutes

and universities, Straumann researches, develops and manufactures dental implants, instruments, prosthetics and tissue regeneration products for use in tooth replacement and restoration solutions or to prevent tooth loss. Straumann currently employs approximately 2200 people worldwide; its products and services are available in more than 70 countries through its broad network of distribution subsidiaries and partners.

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## **Disclaimer**

This release contains certain “forward-looking statements”, which can be identified by the use of terminology such as “designed to” or similar wording. Such “forward-looking statements” reflect the current views of management and are subject to known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements of the Group to differ materially from those expressed or implied. These include risks related to the success of and demand for the Group’s products, the potential for the Group’s products to become obsolete, the Group’s ability to defend its intellectual property, the Group’s ability to develop and commercialize new products in a timely manner, the dynamic and competitive environment in which the Group operates, the regulatory environment, changes in currency exchange rates, the Group’s ability to generate revenues and profitability, and the Group’s ability to realize its expansion projects in a timely manner, and the Group’s ability to hire and retain key talented individuals. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described in this report. Straumann is providing the information in this release as of this date and does not undertake any obligation to update any forward-looking statements contained in it as a result of new information, future events or otherwise.

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<sup>1</sup> Compared with grade 4 annealed and cold worked titanium; data on file, comparing material with specifications from standard ASTM F67.

<sup>2</sup> Thoma D et al. ‘Evaluation of a new titanium-zirconium dental implant. A comparative radiographic study in the canine mandible’ Oral presentation at the 24th Annual meeting of the Academy of Osseointegration (AO), San Diego, 26-28 February 2009; Abs. SO4.

<sup>3</sup> Al Nawas B. Small diameter implants - where advanced materials make a difference. 18<sup>th</sup> Annual Scientific Meeting the European Association for Osseointegration (EAO), Monaco, October 2009.

<sup>4</sup> Gottlow J et al. Preclinical data presented at the 23rd Annual meeting of the Academy of Osseointegration (AO), Boston, February 2008, and at the 17th Annual Scientific Meeting of the European Association for Osseointegration (EAO), Warsaw, September 2008.

<sup>5</sup> Stone P. Experience new confidence and freedom with small diameter implants. European Federation of Periodontology 6th Congress, Stockholm, Sweden, 4-6 June 2009.

<sup>6</sup> Gottlow J. Make a difference with the next generation implant properties. European Association for Osseointegration 17th Annual Scientific Meeting, Warsaw, Poland, 18-20 September 2008.

<sup>7</sup> Barter S. New reduced diameter implants for wider clinical options. European Association for Osseointegration 17th Annual Scientific Meeting, Warsaw, Poland, 18-20 September 2008.

<sup>8</sup> Weber HP. Roxolid: Biological and clinical potential of a stronger implant. Oral presentation at the 2009 Annual Meeting of the American Academy of Periodontology, Boston, 12-15 September 2009.