

## Media release

### **3M ESPE and Straumann collaborate to develop a streamlined digital workflow for restorative dentistry**

- *Companies plan to connect 3M™ ESPE™ Lava™ Chairside Oral Scanner C.O.S. to the Straumann® CARES® digital platform for restoration of Straumann implants.*
- *Companies plan to offer new 3M ESPE CAD/CAM Restorative materials through Straumann CARES, improving the workflow from both companies.*
- *Collaboration builds upon their effort to drive the adoption of Dental Wings Open Software (DWOS™) into the leading open global standard software platform for dental applications.*

**Cologne, Germany, 22 March 2011:** At Europe's largest dental trade fair, the International Dental Show, today Straumann and 3M ESPE announced that they are collaborating to develop a streamlined digital implant workflow that connects the Lava Chairside Oral Scanner C.O.S., to the Straumann CARES digital platform for prosthetic restoration of Straumann implants.

The goal of the collaboration is to increase accuracy, simplicity and productivity of the implant restorative procedure by combining technology solutions from industry leaders.

This new development will enable dentists to use the Lava C.O.S. to transfer digital scan information of the patients' oral geometry to dental labs with the Straumann CARES system. This option also increases the breadth of the Straumann CARES digital offering.

In this new workflow, labs will retain control over the custom digital design of both implant abutments and final crowns. As announced earlier today, the two companies have selected Dental Wings Open Software (DWOS) as the core software behind the new Lava Design 7 Software and CARES CAD/CAM systems. This move allows both companies to channel their resources into developing one common software platform. This not only offers immediate benefits to the dental labs, such as simplifying choices, or minimizing training and investment risk. It also allows the three companies to focus on delivering additional indications and enhanced workflow functionality of the software to support multiple growing industry needs.

3M ESPE will continue to offer clinicians attractive restorative material solutions - from monolithic all-ceramic and hand-layered porcelain to zirconia restorations to new technologies to enhance the design and production of CAD/CAM crowns. In addition, the companies are working on offering new 3M ESPE CAD/CAM restorative materials through Straumann CARES, improving the implant workflow from both companies.

#### **3M ESPE**

3M ESPE is a pioneer in dentistry, bringing trusted brands to clinicians worldwide for half a century. The company manufactures and markets more than 2000 products and services designed to help dental professionals improve their patients' oral health care. 3M ESPE is also a pioneer and leader in digital dentistry -- processing millions of successful digitally constructed restorations via the Lava Network for the last ten years.

3M Health Care, one of 3M's six major business segments, provides world-class innovative products and services to help health care professionals improve the practice and delivery of patient care in medical, oral care, drug delivery and health information markets.

**Larry Lair, VP and General Manager of 3M ESPE**, commented: "Dentists and oral surgeons have come to rely on Straumann for extensively documented, clinically validated and practice-proven implant systems. Similarly, dentists have come to rely on 3M ESPE for innovative material science and digital technology they can trust. This new collaboration allows us to further focus future innovations on these two areas. By combining the offerings of these two great companies, we look forward to delivering a solution that will transform the way implant restorative dentistry is done."

### **Straumann**

Straumann is a global leader in implant and restorative dentistry and oral tissue regeneration. The company entered the field of digital dentistry in 2007 and expanded into computer guided surgery and intra-oral scanning in 2009. In 2010, the company accelerated its push into digital dentistry through the in-house development and launch of its completely new Straumann CARES CAD/CAM system.

**Beat Spalinger, President & CEO of Straumann**, commented: "Straumann customers appreciate the broad range of options and flexibility we offer them. By collaborating with 3M ESPE as a leading provider of innovative materials and technologies, we will be able to offer one of the best ranges of prosthetic materials and options on the market. And we will make the selection and implementation of these simpler, faster and more convenient through advanced digital solutions based on a common software platform".

---

**3M ESPE**, Dental Products, 3M Center, Building 275-2SE-03, P.O. Box 33275, St. Paul, MN 55133-3275, USA

Phone: +1 800 634 2249

Homepage: [www.3MESPE.com](http://www.3MESPE.com)

#### **Contact:**

3M ESPE Digital Oral Care Communication:

Kathy Weber

+1 612 922 0197

For more information on the complete 3M ESPE line of dental products visit the 3M ESPE Web site at [www.3MESPE.com](http://www.3MESPE.com) or call the 3M ESPE Technical Hotline at 1-800-634-2249. Products are available for purchase through authorized 3M ESPE distributors.

---

**Straumann Holding AG**, Peter Merian-Weg 12, 4002 Basel, Switzerland

Phone: +41 (0)61 965 11 11 / Fax: +41 (0)61 965 11 01

E-mail: [corporate.communication@straumann.com](mailto:corporate.communication@straumann.com) or [investor.relations@straumann.com](mailto:investor.relations@straumann.com)

Homepage: [www.straumann.com](http://www.straumann.com)

#### **Contacts:**

##### **Corporate Communication:**

Mark Hill

+41 (0)61 965 13 21

Thomas Konrad  
+41 (0)61 965 15 46

**Investor Relations:**  
Fabian Hildbrand  
+41 (0)61 965 13 27

---

**Disclaimer**

This release contains certain “forward-looking statements”, which can be identified by the use of terminology such as “plan to”, “improving”, “is to”, “will”, “goal”, or similar wording. Such forward-looking statements reflect the current views of the companies’ managements and are subject to known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to differ materially from those expressed or implied. These include risks related to the success of and demand for the companies’ products, the potential for products to become obsolete, the companies’ ability to defend intellectual property, to develop and commercialize new products in a timely manner, the dynamic and competitive environment in which the companies operate, the regulatory environment, the ability to generate revenues and profitability, and to realize expansion projects in a timely manner. 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. 3M ESPE and Straumann are providing the information in this release as of this date and do not undertake any obligation to update any forward-looking statements contained in it as a result of new information, future events or otherwise.