“Implantology is a field of opportunities”

Lately, Anthogyr introduced its newest product to the dental audience, the Axiom® Multi Level® system. At this year’s EAO congress in Madrid, Spain, implants spoke to Anthogyr CEO Éric Genève about the new system, the company’s collaboration with Straumann, and future plans.

How did you experience this year’s EAO, and on which product did you lay your main focus?

Anthogyr had been exhibiting at many EAO congresses now—meanwhile, we have become a gold sponsor. At this year’s EAO, we presented our newly developed Axiom® Multi Level® concept which was already revealed in Paris last year. In Madrid, we wanted to introduce this product to the Spanish market before it will be fully launched in the beginning of 2018.

What is special about the Axiom® Multi Level® concept?

The speciality of this concept is the very unique inLink® connection. With this, practitioners have an implant connection for both Axiom® BL, Bone Level, and Axiom® TL, Tissue Level. Axiom® Multi Level® offers a great variety of surgical and prosthetic treatment possibilities with a clear focus on CAD/CAM solutions.

The real added value of the new inLink® connection contains two key aspects. On the one hand, the retaining screw is already fixed to the structure so that practitioners merely have to tighten the screw. On the other hand, due to the CAD/CAM structure angulations of the implants can be compensated by the implant prosthetics. Thus, there is no further need for specially angulated superstructures. Due to the connection geometry, any implant axis can be compensated without affecting functionality. This is a very cost-efficient and simple solution, proving the innovative force of Anthogyr.

Furthermore, this new system also facilitates the dental technician’s work a lot. Due to the very low structure height of the retaining screw, the technician is able to position the angulation for a transverse screwing channel at an early point.

Is this system primary meant for full prosthetic solutions?

The Axiom® Multi Level® system can be used for both full prosthetic and bridge restorations. Although, the system’s added value comes to its best effect in full prosthetic restorations. For bridge restorations there are other very good options. Beyond that, the system can also be applied for immediate restorations, since it offers the possibility to work with angulated temporary superstructures made from titanium.

Is the concept fully integrated into a digital workflow?

To date, the concept is not yet integrated into a digital workflow, but it will be in the future. At the moment, we are in an evaluation process in order to make sure an effective and fully integration of the Axiom® Multi Level® concept from camera to manufacturing.
What is the overall reaction towards your new concept?

We obtained the patent for this new concept six years ago, and then started clinical evaluation. By now, we have collected a lot of data on this technology with very good results. Axiom® Multi Level® is a quite disruptive solution that needs a lot of support and training. Therefore, our decision was to launch this product very carefully.

It is a totally new system and we are a rather small company. With this in mind, we have to keep attention of the people’s reactions to ensure that everyone in the “chain” is willing and able to successfully manage this new solution. It takes time to train and accompany them accordingly. Until now, the overall feedback of the practitioners is very good, they are totally satisfied.

Where is the manufacturing made?

All our implant solutions are manufactured in Sallanches in France at our company’s headquarter. All customised solutions in terms of prosthesis are made in Luxembourg, in the centre of Europe. With this, we are able to supply our customers within the European market—Spain, Italy, Benelux, Germany, France, UK—fast and easy.

Where do you think the dental implantology market will develop to in the next years?

Implantology is definitely a growing market, and at the same time a very interesting market. There are a lot of countries lacking adequate treatment options to date. For a relatively small player as we are, implantology is a field of opportunities, and yet a great challenge, since we are managing the whole workflow of marketing, design and manufacturing within our entire portfolio—from implantology to CAD/CAM—by ourselves. Thereby, our huge industrial facilities are one of the core strength of Anthogyr.

However, to succeed in this exciting and rapidly developing field we need to grow very fast, because there is a lot of competition and consolidation at the international and global dental implantology market.

In view of this challenges, what are your future plans?

Two years ago, we entered in a collaboration with Straumann for the Chinese dental market. With this very close and unique partnership, we aim to increase our activities in the Asian market. With Straumann managing our Chinese businesses, Anthogyr is able to refocus more on the European market. For example, one year ago Christian Grau has taken over the lead as General Manager for Germany, which is a very tough market. But we are sure that Anthogyr will succeed in gaining a place amongst the top players in the area of dental implantology. With our decision to open our door to Straumann we made a huge step to reach this goal also at a global level.

Many thanks for this interview...