

2015

**SpofaDental**

A Kerr Company

is changing into

**PENTRON**

2016

# SpofaDental & PENTRON Times

## DENTISTRY OPEN WIDE

This year will mark a milestone event in the service of dentistry – bringing together two companies with a combined history of more than 100 years.

**SpofaDental and Pentron Clinical - companies from very different backgrounds with a similar commitment to the needs and demands of their customers - have joined forces to offer a complete, comprehensive portfolio of restorative solutions across the continent.**

This is more than the sum of two parts. It is the union of a unique blend of forces: **the heritage and tradition of SpofaDental in Europe with the innovation of Pentron in the U.S.**

Over the past few months and on behalf of our worldwide dealer network, we have been working to integrate the brands, coordinating portfolios, unifying our catalog, developing a streamlined look and feel in our packaging, and creating

messaging to support opportunities in the field **under one value brand: Pentron.**

At the core of our business is a single philosophy that the integrated Pentron brand will be known for: **the delivery of value beyond price.**

So moving forward, you will see a new approach to how we go to market and support your customers. As always, we will continue to create reliable, quality products for you to promote. However, we will be creating an updated set of value-added tools to offer your dentist. Look for more information in upcoming editions of the SpofaDental & Pentron Times.

**Pentron will be “Dentistry Open Wide™,” a new way forward in the industry with determination to be a distinctive and important component in your business today – and a vital piece of your success in the future.**

## Integrated together

SpofaDental and Pentron are joining forces. It's a marriage of two leading brands that sets a new standard for quality and value in the dental consumables marketplace. As dental practices grow increasingly complex, today's needs go far beyond innovative products – and we're the new brand that understands. With a “value beyond price” positioning, SpofaDental and Pentron are committed to truly knowing dentists and what matters most in their practice. In doing so, we will begin to write an entirely new narrative for our brand – as a dentist's best and most trusted relationship.



## NEW optimized portfolio

### Dental Offices PENTRON

- |             |                   |
|-------------|-------------------|
| Composites  | Cements           |
| Post & Core | Bonding           |
| Temporary   | Infection Control |
| Impression  | Accessories       |

### Dental Laboratory SpofaDental A Kerr Company

- Resins
- Teeth
- Model and Investment
- Technical

The SpofaDental product portfolio will be integrated into the Pentron portfolio. Categories of products will have new color coding similar to Pentron for easy orientation under the new value brand.

SpofaDental dental laboratory portfolio remains unchanged under the SpofaDental brand.

# Pentron history

Back in 1967, Pentron set a standard for quality and value in the dental consumables marketplace. Our goal was to stay ahead of the curve by creating technologically advanced products that would enhance the practice of dentistry.

And that's exactly what we've been doing ever since. Early on, we introduced our original flowable composite, a total etch bonding system, and a line of impression material that has remained popular to this day. More recent introductions have included veneer cement, liquid dentin, solvent free SE adhesive, core build up material, and fiber posts.

Every day, we look forward to what's coming next. Now, more than 40 years of expert research and development later, our product

lines have evolved—and so have our customers. Dentists today are accomplishing more and achieving greater results than ever before, in practices that, are growing more complex. What we've come to realize along the way is that being a cutting edge product manufacturer only satisfies part of the equation. If we're to keep true to our roots and continue enhancing the practice of dentistry, we must rise to meet our customers' ever-changing and ever-broadening needs. Needs that still include – but now go beyond – innovative products.

As we move forward, we want to do more for our customers and be more to them than ever before. And as ever, we're up for the challenge.

## Why are we changing the dental portfolio?

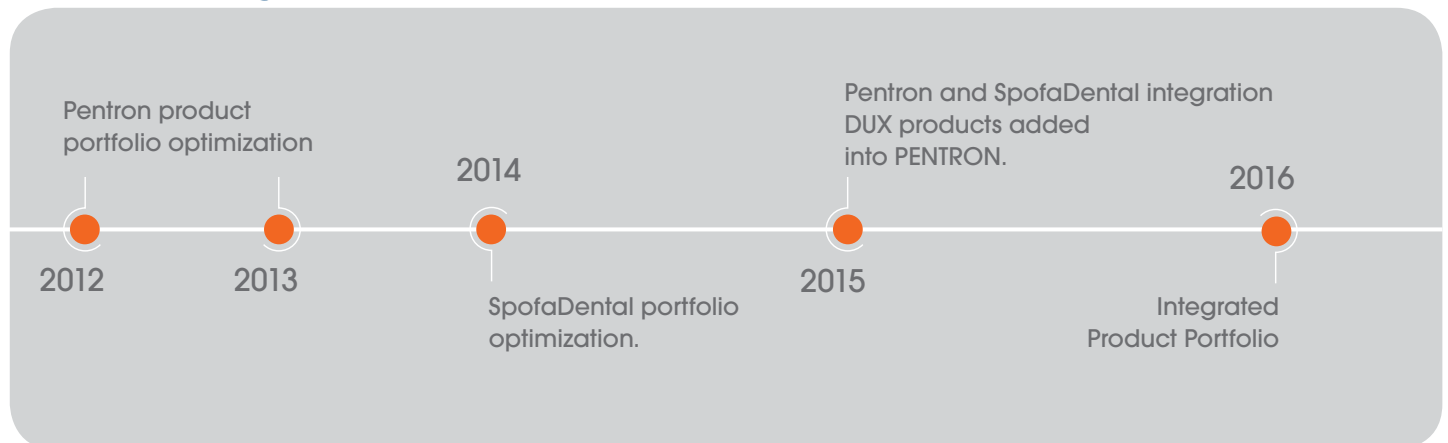
As our company moves forward to meet clinicians' needs, we truly believe that we have a unique opportunity to join forces and connect **TRADITION** from **SpofaDental** and **INNOVATION** from **PENTRON Clinical**.

Through research, we know that our product brand names are highly regarded by you. Now, we can rejuvenate our products with the help of the PENTRON brand and have the advantage of expanding into additional EU markets. Throughout Europe,

our customers are more familiar with our innovative sister company PENTRON. This association will drive greater brand awareness on a global level.

As with all times of change, there will be a period of transition. We appreciate your patience and understanding during this phase when processes may not be as smooth as usual. However, the transition will be efficient and as short as possible with much reward in the end.

## The Integration Timeline



## PENTRON – Speaking with One Global Voice

By understanding the unique needs of the dental practice, Pentron is determined to exceed expectations and satisfy industry demands.

- Integrating two product portfolios into one global value brand
- Organizing our portfolio from the customer's perspective
- Creating a contemporary, fresh look and feel
- Developing a comprehensive and complete series of innovative tools and solutions

For more information you can contact the marketing team or your local sales team.

[www.pentron.eu](http://www.pentron.eu)

# Same reliable products with new and unified names!

Great news! Your favorite products will continue to be available. As part of the integration, the products are simply changing back to their original Pentron names. Throughout Europe and worldwide, each product will have a unified name. Plus, Easy System Solution products will be introduced as Pentron Systems Solution products.

Current:	After the INTEGRATION:
EasyCore	Build-It™ FR
Easy <sup>glass</sup> Post	FibreKleer™ 4x
EasyCEM	Breeze™
NanoWISE®	Simile™
Bond 008	Bond-1™ SF
ImpressFlex® VPS	Correct Plus™

All product names will be the same throughout all of Europe. **Starting in 2016**

**Helpful stickers:** As a helpful reminder, we will place orange stickers on the products indicating the upcoming name changes in 2016. You'll see the stickers September - December of 2015 (4 months). For example, EasyCEM will be labeled as follows:



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July 2015

SpofaDental  
&PENTRON Times

August 2015

SpofaDental  
&PENTRON Times

September 2015

SpofaDental  
&PENTRON Times

October 2015

SpofaDental  
&PENTRON Times

November 2015

SpofaDental  
&PENTRON Times

December 2015

PENTRON Times

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# Speaking with One Global Voice

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CEMENTS	BONDING AGENTS	COMPOSITES	IMPRESSION	POST AND CORE	TEMPORARY	INFECTION CONTROL
Mojo	Bond-1	Fusio	Correct Plus	FibreKleer 4x	TempSpan C&B	Desident CaviCide
Breeze		Flow-It ALC	Correct VPS			
			Stomaflex		Adhesor Tc	Depural Neo
Cement-It	Bond-1 SF	Alert	Siloflex	FibreKor Post		Jodisol*
Adhesor's line		Artiste	Elastic Cromo		Adhesor Tc NE	
	Bond-It		Ypeen			
Caryosan		Simile	Ypeen Premium		Optitemp Automix	
Kavitan's line		Super-Cor	Repin	Build-It FR		
	Retensin Plus		Dentiplast		Zone Free	
Calxyd		Opticor Flow	Image			
LC Varnish	Etching Gel	Evicrol	Hydrocolloid	Build-It LC	Zone	

\* CR and SK only

## A few words...

☞ The collaboration between SpofaDental, a traditional Czech brand (the manufacturer of Ypeen, Adhesor, Stomaflex and many other materials) and Pentron, an almost unknown brand in the Czech market but a highly innovative one with a portfolio of interesting products (Build-It, Simile, FibreKleer 4x and others), will result in the renewal of the product portfolio. We expect that the new products will be introduced to the market at very competitive prices for Czech dentists. ☞



**Martin Janak**  
Managing Director  
Czech Republic

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# SpofaDental Products – Design changes

The most visible part of the integration are design changes. As we announced in our previous communication, one important change is the new color coding for our product groups. Now, the PENTRON brand is also visible on the packaging of our products. All other details will remain the same with minor additions. Below you can see an actual example of Adhesor packaging.



## What stays the same?

- product name
- article number
- producer
- Country of Origin
- sales team and Customer Care Support

## What changes?

- packaging design
- color scheme by category
- SpofaDental logo changes to the PENTRON logo

## reminder

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