

New Staff and Product Announcements from Implant Direct Sybron International

Two executive title changes follow this addition to the IDSI executive team. **Michael Kennedy, Jr.**, formerly Director of Sales, Western US, has been promoted to Director of Sales Support. **Joseph Campbell**, formerly Director of Sales, Eastern US, has been promoted to Director of Sales, North America.



Michael Kennedy, Jr.
Director of Sales Support



Joseph Campbell
Director of Sales
North America



New Regional Manager & Outside Sales Representatives

Chuck Frame
Regional Manager
for Northeast

formerly with Biomedix
Vascular Solutions

Josh Tanner

Colorado
formerly with
Thommen Medical
& Nobel Biocare

Jana Black

Northeast
Texas/Arkansas
formerly with Thommen
Medical & Straumann

Ian Fraser

British Columbia,
Canada
formerly with
Labtician Ophthalmics, Inc

Tyler Thrasher

Alabama/Mississippi
formerly with
Patterson Dental

Gail Hughes

Northeast Ontario, CN
formerly with
Sinclair Dental

Jason Ziegler

Georgia
formerly with Neoss
Dental Implant Company

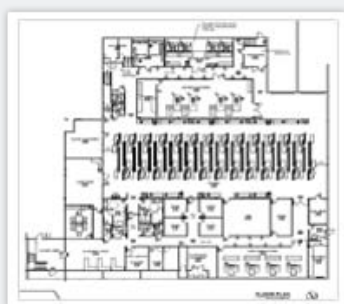
Jamal Patterson

North New Jersey
formerly with
Align Technology



SwishPlus™ Set For Launch August 2011

The new SwishPlus™ implant offers both surgical and prosthetic compatibility to Straumann's tissue-level implants. The updated features on this new implant include micro-grooves, progressively deeper threads, a slightly tapered apex and vertical cutting grooves for self-tapping insertion. The SBM textured surface texture extends up 1mm of the 2mm neck, supported by a study by [Buser et. Al. International Journal of Oral & Maxillofacial Implants 2005; 20: 677-683](#) showing less bone loss using a textured surface supra-crestal with the placement of one stage implants. This new design also facilitates placement of the implant at or slightly above the crest for more esthetic applications, without requiring switching to a 2-stage implant design.



Implant Direct Sybron New Facility 18,000 sq.ft. Factory Space

Implant Direct Sybron has leased 18,000 sq. ft. of factory space in Westlake, Ca., 8 miles from our Calabasas factory. The new facility is designed to hold 28 CNC Screw Machines, a needed addition to the 40 now in operation, running 24/7. This will allow Implant Direct to meet the growing demand for our products and to facilitate the launch of 3 new implant systems. An August launch date is

anticipated for the SwishPlus, offering both surgical and prosthetic compatibility with the Straumann tissue level implants (see video above). By the end of the year, the SwishPlus2 implants, compatible with Straumann's drills, and the InterActive implant, compatible with the NobelReplace drills, will be available. Both of these bone-level implant systems will have a platform matching NobelActive's internal bevel/internal hex implant, which is just a version of the original 1986 Screw-Vent developed and patented by Dr. Gerald Niznick. A full line of InterActive, reasonably priced abutments will be a welcome alternative for NobelActive users. The new factory will also house 12 milling machines, four each for making surgical guides, cad-milled titanium bars and custom abutments. With the launch of these new products, Implant Direct's proprietary software for image guided surgery and the opening of a state-of-the-art teaching center in Las Vegas, Implant Direct Sybron will offer a full scope of products and services, while maintaining our core strategy of providing innovation, quality, service and value.



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Screw-Vent® implant](#)



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