

Prima Endo

Why Endo

- The endo rotary market is growth area within dentistry.
- Vast majority of endodontics is performed by generalists (Only 20% in US carried out by Specialists).
- The market consists of rotary NiTi systems and reciprocating NiTi systems.
- Rotary systems have instruments which have constant taper or variable taper and usually offer three different lengths.
- New file design is probably a thing of the past, established companies have moved away from drastic design changes and are now concentrating on new forms of alloy and range of movements of the instruments especially the reciprocation style of usage.
- There is a global acceptance that the market leaders have dominance in terms of design and ease of use. The ability to produce a new design needs to have its own technique and protocol requiring education as to its implementation.
- For over 15 years Dentsply have been the market leader, with ProTaper amongst dentists, specialists and global teaching institutes.
- The ideal for distribution companies would be an own brand rotary endo file, however due the above, this becomes a risky and labour intensive strategy.
- Now we can own offer an established style of instrument and rely on previous education to enable the doctors to use their system without the need for further training using the Prima brand and Dealer network worldwide

Product Mix

Brand	Description	Length Options		
Prima Taper	Sx	19mm		
	S1	21	25	31
	S2	21	25	31
	F1	21	25	31
	F2	21	25	31
	F3	21	25	31
	F4	21	25	31
	F5	21	25	31
	Prima Taper Gold	Sx	19mm	
S1		21	25	31
S2		21	25	31
F1		21	25	31
F2		21	25	31
F3		21	25	31
F4		21	25	31
F5		21	25	31
Prima One Gold		Small	21	25
	Primary	21	25	31
	Medium	21	25	31
	Large	21	25	31



PRIMA ENDO – RANGES FOR LAUNCH

Prima Taper
(Non Heat Treated)
Comparable to ProTaper Universal



SX S1 S2 F1 F2 F3 F4 F5

Prima Taper Gold
(Heat Treated)
Comparable to ProTaper Gold



SX S1 S2 F1 F2 F3 F4 F5

Prima One Gold
(Heat Treated Reciprocal)
Comparable to Wave One Gold



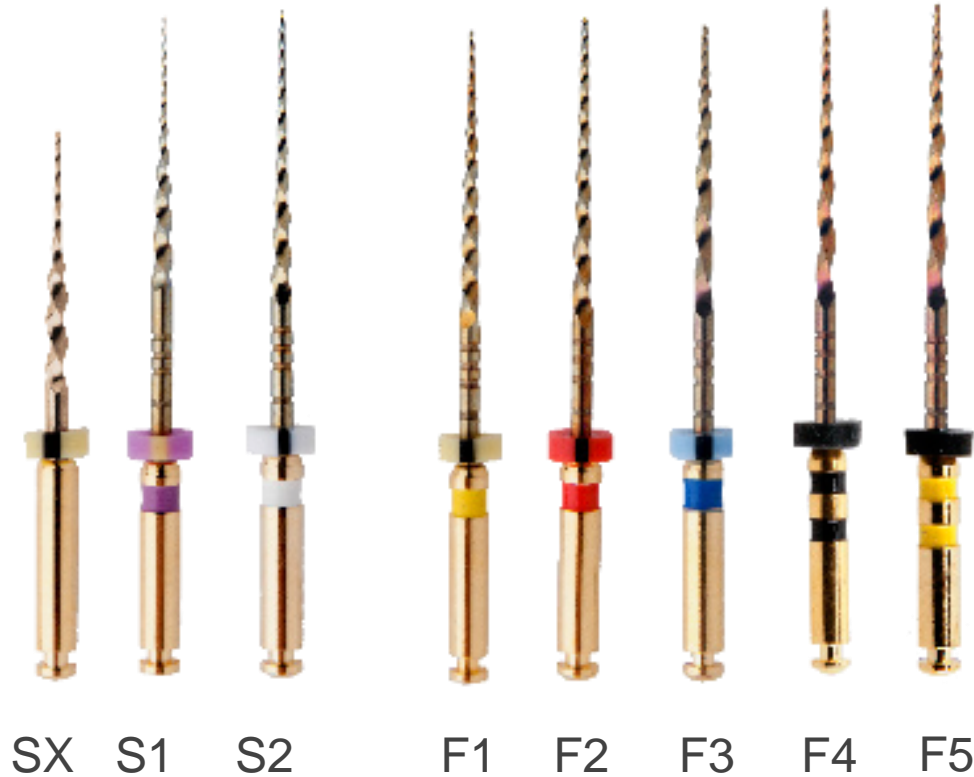
Small Primary Medium Large

**Prima Taper
(Non Heat Treated)
Comparable to ProTaper Universal**

PRIMA TAPER NON HEAT TREATED (CYCLIC FATIGUE TEST)

Prima Taper (Non Heat Treated)
127 seconds – average seconds to failure

ProTaper Universal Dentsply (Non Heat Treated)
119 seconds – average seconds to failure



**Prima Taper Gold
(Heat Treated)
Comparable to ProTaper Gold**

PRIMA TAPER GOLD HEAT TREATED (CYCLIC FATIGUE TEST)

Prima Taper (Heat Treated)
677 seconds – average seconds to failure

ProTaper Gold Dentsply (Heat Treated)
312 seconds – average seconds to failure



PRIMA TAPER GOLD HEAT TREATED (ISO 3630.1 STIFFNESS TEST)

Prima Taper (Heat Treated)
.0047 – Average in Nm (Neuton meters)

ProTaper Gold Dentsply (Heat Treated)
.0075 – Average in Nm (Neuton meters)



**Prima One Gold
(Heat Treated Reciprocal)
Comparable to Wave One Gold**

PRIMA ONE GOLD HEAT TREATED (CYCLIC FATIGUE TEST)

Prima One Gold (Heat Treated Reciprocating)
2844 seconds – average seconds to failure

Wave One Gold Dentsply (Heat Treated Reciprocating)
486 seconds – average seconds to failure



Small Primary Medium Large



Prima Endo Packaging

Packaging

Prima Endo files will be sold in 'clam packs' of six. Each of the three ranges having a distinct backing colour. Black, Gold and Purple. Autoclavable packs.

The Files will also be sold in sterile pouches in rolls for certain markets

Examples of packaging (please ignore branding this is just to show format).



