



## **PRESS INFORMATION**

### **NEW CERAMIC ACHIEVES UNPRECEDENTED NATURAL AESTHETICS ON METAL FRAMES**

#### **Kulzer launches HeraCeram® Saphir featuring “Light Booster” technology and new Paste Opaque at IDS 2019**

**Dental technicians can let their talent shine like never before with the unrivalled opalescence of HeraCeram Saphir’s “Light Booster” technology. Furthermore, new Paste Opaque and improved production ensure faster and easier processes, as well as even higher-quality results.**

Hanau – 14.02.2019. At IDS 2019, Kulzer is introducing HeraCeram Saphir – a new metal ceramic that offers incredible opalescence thanks to its “Light Booster” technology, along with a new opaque for impressive masking power in extremely thin layers (60-100 µm), and a Stabilised Leucite Structure (SLS) that prevents uncontrolled CTE growth and reduces firing times. The materials are designed to ensure very easy handling for all dental technicians, who can always rely on excellent support from Kulzer.

Launched in 2001, the original HeraCeram veneers remain the clear market leader in Germany and a major global brand, with over 65 tons of ceramic powder sold. According to Product Manager and certified Dental Technician Daniel Schmidt: "HeraCeram Saphir marks a significant upgrade in terms of aesthetics, brilliant opalescence and even easier handling due to the new Paste Opaque. What hasn't changed is the Stabilised Leucite Structure (SLS), which ensures shorter firing times, reduced firing shrinkage and less stress in the restoration due to the stabilized coefficient of thermal expansion (CTE), even after multiple firings. This translates to protection against cracks and less stress for dental technicians in their daily business."

#### **The Light Booster Technology**

Light Booster particles are a highly dispersed glass-ceramic system with a very strong opalescent effect that "releases" natural light throughout the ceramic. A new high-tech production process determines how much light is allowed to shine through, but also



determines how strongly different wavelengths are scattered. Thanks to perfectly sized crystalline particles (300-400 nm) and a stable chemical structure, the Light Booster scatters the short-wave blue light about 10 times more strongly than the long-wave red light – and the aesthetics are not in the least affected by multiple firings.

According to German dental technician Thomas Backscheider: “This new HeraCeram Saphir is the next step up for us technicians. The step into the ‘Light Booster’ world. I’ve never seen a ceramic with this level of opalescence before.”

### **The new Paste Opaque**

HeraCeram Saphir comes equipped with an all-new Paste Opaque that offers complete opacity with extremely thin layers (60-100 µm). Through enhanced masking and bonding properties, the new opaque is truly unique and extremely easy to work with. It can be applied much more quickly, while using fewer layers than with conventional opaque materials. This saves time and creates a little more space for aesthetic layering.

### **High-tech ceramics for all indications and frame types**

The handling characteristics and aesthetics of HeraCeram Saphir were designed to pair perfectly with HeraCeram Zirkonia 750 ceramics (for zirconium oxide and lithium disilicate frames) and HeraCeram Stains universal for personalisation.

### **Making excellent aesthetics accessible to all**

To help ensure success for all, Kulzer provides Application Guides that lay out different layering methods in step-by-step, how-to tutorials supported by pictures and videos.

### **Comprehensive range of products at IDS 2019**

Kulzer is presenting HeraCeram Saphir for the first time at the International Dental Show IDS 2019 in Cologne, Germany. Visitors can try the Paste Opaque for themselves, view a live demo with leading technicians, compare material samples up close, and view complete sample restorations. Meet our HeraCeram Saphir experts at booth A010 – C019 in hall 10.1.



**KULZER**  
MITSUI CHEMICALS GROUP

### Press photos

Fig. 1: HeraCeram Saphir – Let your talent shine on metal frames: Experience the Light Booster.

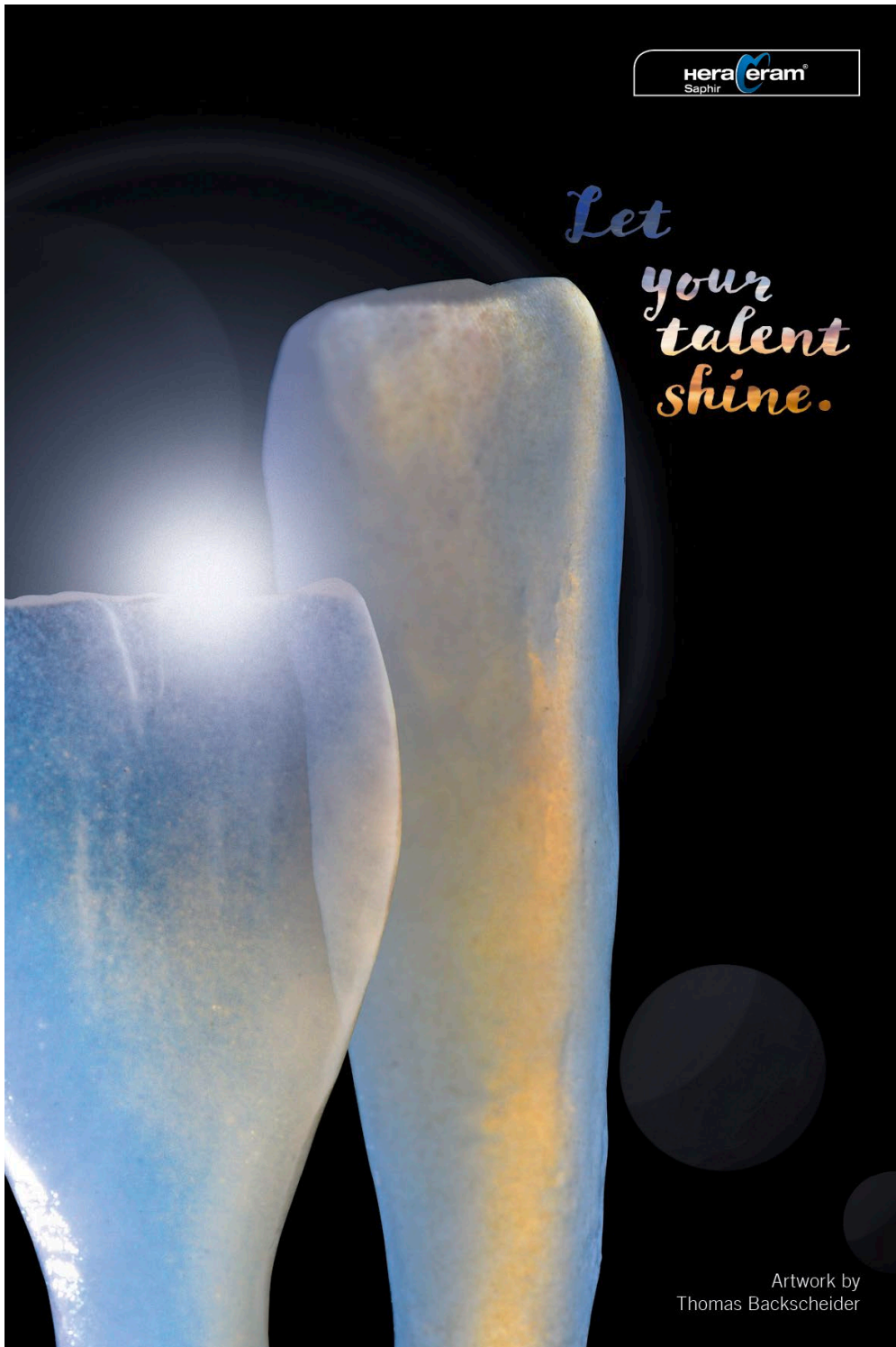




Fig. 2: A restoration completed using HeraCeram Saphir.



Fig. 3: Packaging of HeraCeram Saphir 20g.



*(Images may be re-used in print and online by citing "©Kulzer")*



**More information:**

Product website with further information and technical details:

[www.kulzer.com/heraceram-saphir](http://www.kulzer.com/heraceram-saphir)

**Kulzer GmbH**

As one of the world's leading dental companies, Kulzer has been a reliable partner for all dental professionals for more than 80 years. Whether aesthetic or digital dentistry, tooth preservation, prosthetics or periodontology, Kulzer stands for trusted and innovative dental products. With optimal solutions and services, Kulzer aims to support its customers in restoring their patients' oral health in a safe, simple and efficient way. For this purpose, 1500 employees work in 26 locations in the fields of research, manufacturing and marketing.

Kulzer is part of the Mitsui Chemicals Group. The Japanese Mitsui Chemicals Inc. (MCI) based in Tokyo owns 131 affiliates with more than 17,200 employees in 27 countries. Its innovative and functional chemical products are as much in demand in the automotive, electronics and packaging industries as in environmental protection and healthcare.

*Number of characters (including spaces): 5,189*

**Press contact**

Kulzer GmbH  
Head of Communications  
Nina Pauker  
Leipziger Straße 2  
63450 Hanau, Germany  
[www.kulzer.com](http://www.kulzer.com)

Telephone: +49 6181 9689-2482  
[nina.pauker@kulzer-dental.com](mailto:nina.pauker@kulzer-dental.com)