



Straumann® TL synOcta Temporary Post Geometry Change

NAM Marketing

June 18, 2013

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FOR DENTAL PROFESSIONALS

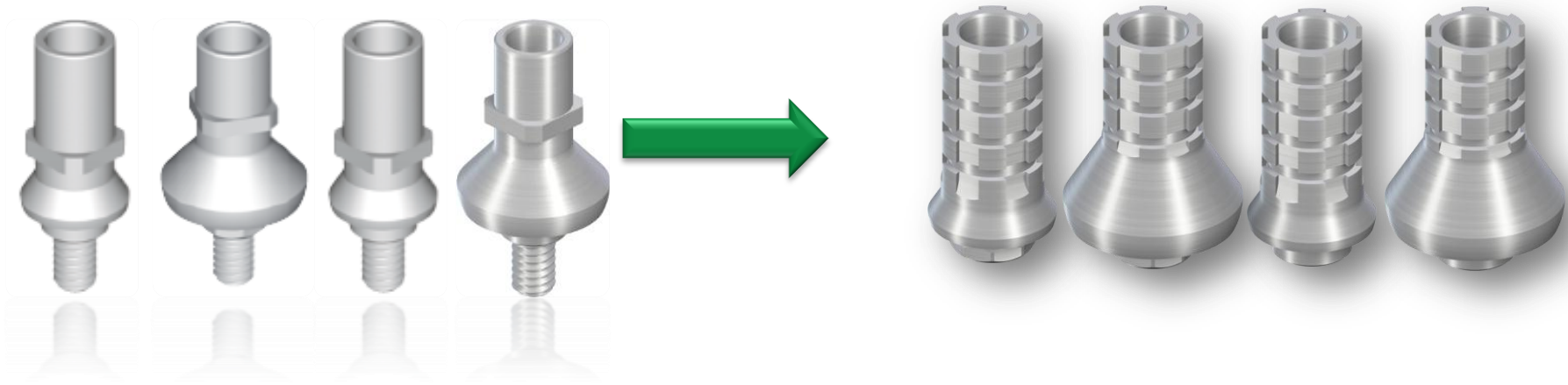
Contents

- ❑ Product Portfolio: Overview
- ❑ New Product Features and Benefits
- ❑ Pricing
- ❑ Launch Timing
- ❑ FAQs



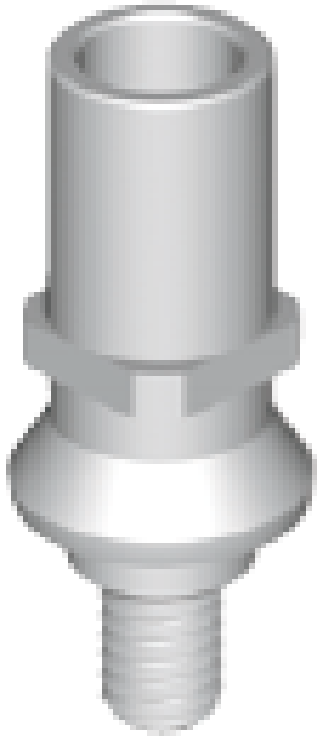
Product Portfolio: Overview

TL synOcta Temporary post changes

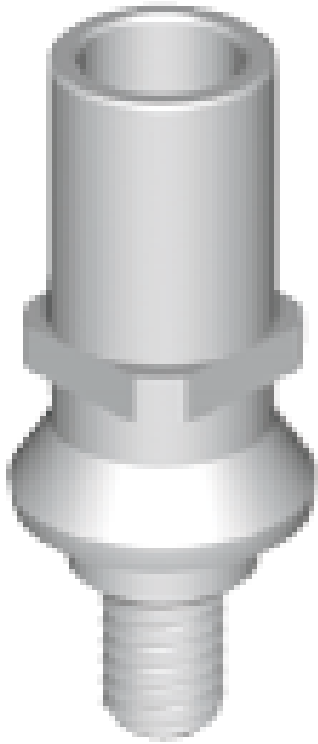


- Based on customer feedback, the synOcta TL Temporary posts for crown and bridge are being adapted to improve the retention geometry
- 4 new article numbers will be introduced (4 existing article numbers will be phased out)
- Product Launch is planned for September 1, 2013

Phasing out: TL synOcta Temporary Post Article numbers



048.651
RN Temporary post
for crown



048.650
RN Temporary post
for bridge



048.233
WN Temporary post
for crown



048.234
WN Temporary post
for bridge

New: TL synOcta Temporary Post Article numbers



048.715
RN Temporary post,
for crown



048.716
RN Temporary post,
for bridge



048.717
WN Temporary post,
for crown



048.718
WN Temporary post,
for bridge

New Product Features and Benefits

Same height (9mm) as existing TL Temporary Posts

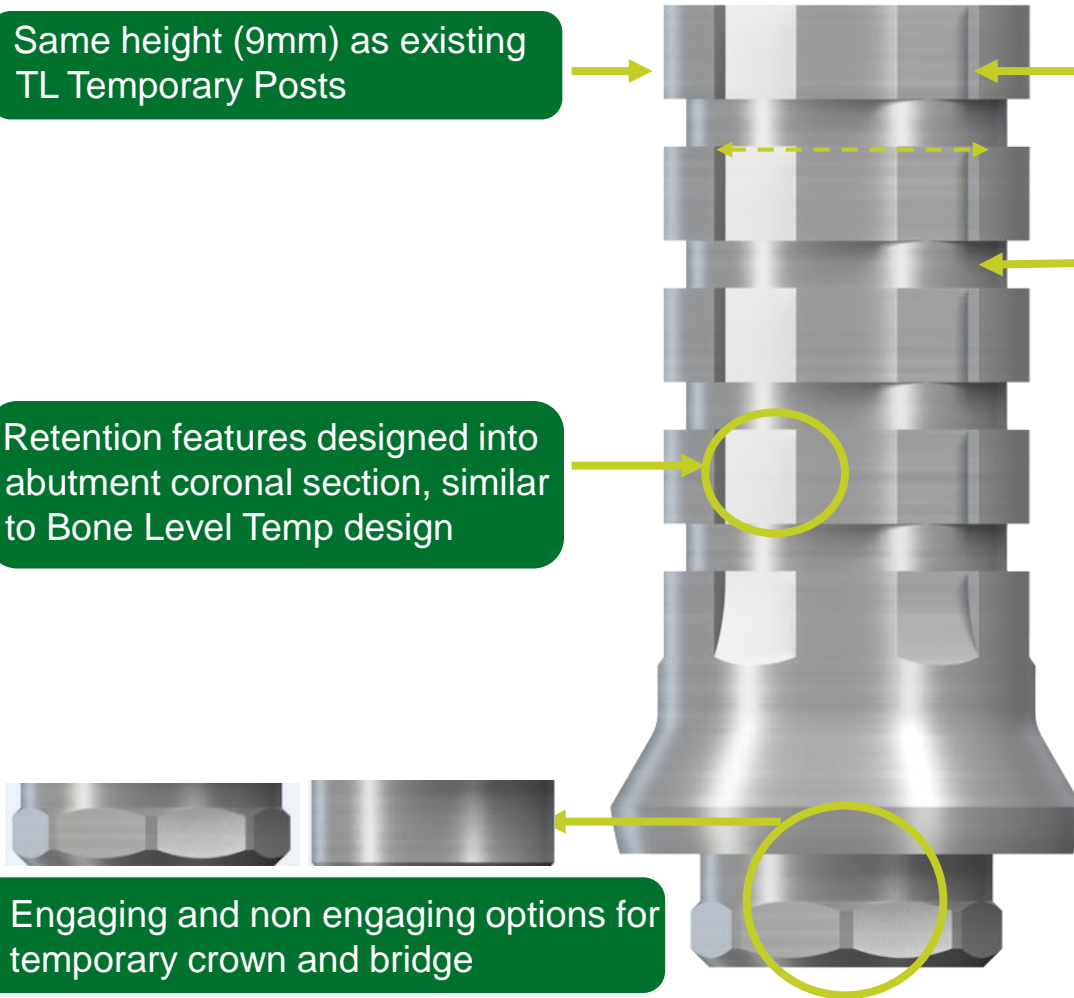
Same diameter (3.5mm) at coronal: Slender coronal design fits narrow interdental spaces

Can be reduced vertically up to 3 mm based on clinical situation

Retention features designed into abutment coronal section, similar to Bone Level Temp design

Same basal screw as the existing TL Temporary Posts:
049.181

Engaging and non engaging options for temporary crown and bridge



New Product Portfolio: Pricing

- There is no price increase for the improved features and benefits offered with the new product.
- The price of the new and phased out components remains the same: \$70.



New Product Portfolio: Timing

- New product will launch and ship to customers on Sept 1, 2013.
- The new product will be phased in with a First in, first out approach from Logistics.
- The US will exhaust the old Articles numbers before shipping the new Article numbers to customers.



FAQ

FREQUENTLY ASKED QUESTIONS:

How are the new synOcta Temporary posts different than the “old type” products?

The new synOcta Temporary post has additional retention elements that form the coronal section of the abutment. The old type products had a single retention lug positioned in the mid-section of the abutment.

Which restorative platforms are the synOcta Temporary posts available for?

The synOcta Temporary posts abutment are offered in RN and WN versions

What is included with the new synOcta Temporary posts?

Each abutment package contains the following:

- synOcta Temporary post
- basal screw

Will Straumann continue to sell the “old type” synOcta Temporary posts?

No. The change will occur on September 1, 2013. After that date, new orders will automatically receive the new synOcta Temporary posts



Thank You!

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