

<b>Information about the company</b>	Type of company: Branch of industry: Sales range: Sales volume: Number of staff: ERP system:	Manufacturer Medical tools over 7,000 articles over 160 million euros (2016) approx. 860 worldwide SAP
<b>Contact</b>	Coltène/Whaledent AG CH-9450 Altstätten <b>Affiliated locations:</b> US-44223 Cuyahoga Falls, Ohio	Mrs. Christina Bernhard (Project Manager) Tel.: +41 71 / 7575 - 376 christina.bernhard@coltene.com www.coltene.com
<b>Type of software</b>	Standard software	
<b>Type of solution</b>	Custom solution	

#### COMPANY DESCRIPTION

COLTENE is an international leader in the development, manufacture and sale of dental consumables and small appliances. In 1990 the Swiss Coltène AG and the American Whaledent Inc. merged. The head office is in Altstätten (Switzerland). There are state-of-the-art production facilities in Switzerland, the USA, Germany and Brazil. The product range includes chemical and mechanical-technical products, rotating tools and products for endodontics. The products are marketed worldwide through sales partners and sales organisations.

#### SOLUTION DESCRIPTION

Based on the crossbase standard software, an individual PIM and crossmedia solution was implemented for COLTENE. All items including product structure, prices and approx. 15 MARA fields per article are continuously transferred via the SAP PIM interface. For marketing-specific communication, the so-called item group, which groups item variants with the same form, plays an important role. A lot of product information is maintained in the item group and passed on to the item. The integrated image database is used to manage product photos (packshot), application photos, illustrations, etc. and the graphics converter automatically generates additional image formats. Similarly, product texts are classified and linked to item groups and items, e.g. product description, feature text, claim text, etc. as well as media-specific texts, e.g. headings, links, title, description, etc. for the print and online channels. The translation itself is agency-based on the basis of a TMS interface (Across).

To be able to use products in the printed catalogs and on the website, these are referenced in marketing-specific product views for the corresponding sales channels. In addition, product-independent media assets are maintained via a media structure for the media center. The aim is to produce the five segment catalogs in approx. five country-language combinations with approx. 1,000 pages and additionally several hundred brochures in approx. 10 to 20 languages with approx. 5,000 pages, database-supported and automated. The layout is flow frame oriented with height variable tables. A special feature is the print control in interaction with SAP, which is represented by a print type number. The website (Typo 3, MySQL) is directly connected to the crossbase database via the API server. The product part (online catalog) and the media center are implemented externally by the agency.

#### THE INDIVIDUAL SOLUTION COMPONENTS

- PIM with bi-directional interface to the SAP system
- Integrated image database / MAM with graphics converter
- Text management and automated translation process with interface to Across
- Catalog management to control market-specific catalog ranges and prices
- Automated, database-supported creation of catalogs
- Price list production with crossbase.list
- API server with web services for connecting the website (catalog and media center) to the PIM system

#### APPLIED APPLICATION MODULES

 ERP interface	 Product database	 MAM	 Text management	 Catalog management	 Translation management	 Print publishing
 Office connection	 Data export XML/Excel	 API server				

## ONLINE CATALOG



**HyFlex™ CM & EDM**  
 Stays on track  
 - Sichere Anwendung, Anatomietreue Aufbereitung  
 - Regeneration zur Wiederverwendung

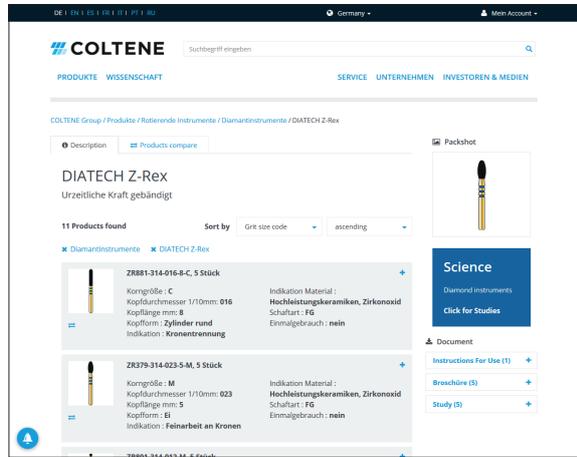
**HyFlex rotierende Feilen**

HyFlex Feilen sind NTI-Instrumente, die zur Aufbereitung von Wurzelkanälen entweder in kontinuierlicher oder auch, je nach klinischer Situation, in reziproker Bewegung verwendet werden, um den Kanal für das Spülen und Befüllen vorzubereiten.

Die Feilen sind in verschiedenen Größen erhältlich, haben einen ISO-farbcodierten Schaft, der die Sätegröße der Feile anzeigt, und einen farbcodierten Stopper, der die Taperung der Feile anzeigt (02\_08). Die neue Generation an Nitabehandelten NTI-Wurzelkanalfeilen wird in einem einzigartigen Herstellungsprozess gefertigt, der das Formgedächtnis des Materials ändert und dadurch die Feilen extrem bruchstark und flexibel macht. Diese Feilen können durch autoklavieren wieder regeneriert und mehrfach verwendet werden.

**HyFlex rotierende Feilen Artikel**

Science  
 Root canal shaping  
 Click for Studies



**COLTENE** Suchbegriff eingeben

PRODUKTE WISSENSCHAFT SERVICE UNTERNEHMEN INVESTOREN & MEDIEN

COLTENE Group / Produkte / Rotierende Instrumente / Diamantinstrumente / DIATECH Z-Rex

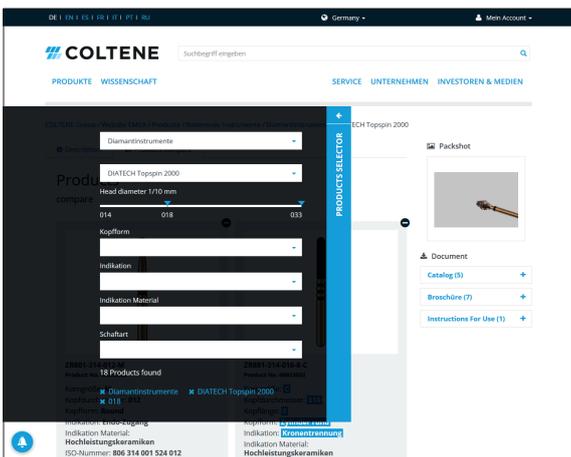
11 Products found

**DIATECH Z-Rex**  
 Urzeitliche Kraft gebändigt

	<b>Z881-314-016-B-C, 5 Stück</b> Korngröße: C Kopfdurchmesser: 1/10mm: 016 Kopflänge mm: 8 Kopfform: Zylinder rund Indikation: Kronentrennung	Indikation Material: Hochleistungskeramiken, Zirkonoxid Schaftart: FG Einmalgebrauch: nein
	<b>Z8379-314-023-S-M, 5 Stück</b> Korngröße: M Kopfdurchmesser: 1/10mm: 023 Kopflänge mm: 5 Kopfform: E Indikation: Feinarbeit an Kronen	Indikation Material: Hochleistungskeramiken, Zirkonoxid Schaftart: FG Einmalgebrauch: nein

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 Broschüre (5)  
 Study (5)



**COLTENE** Suchbegriff eingeben

PRODUKTE WISSENSCHAFT SERVICE UNTERNEHMEN INVESTOREN & MEDIEN

DIATECH Topspin 2000

Produktvergleich

Produktfilter

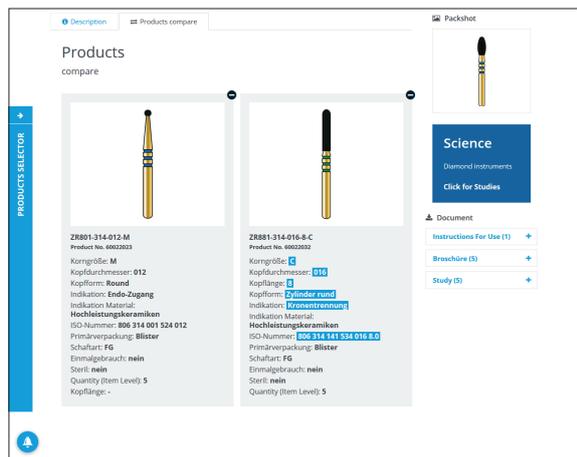
- Diamantinstrumente
- DIATECH Topspin 2000
- Head diameter: 1/10 mm
- 014 016 018 020
- Kopfform
- Indikation
- Indikation Material
- Schaftart

18 Products found

Indikation Material: Hochleistungskeramiken  
 ISO-Nummer: 806 314 001 524 012

Indikation: Kronentrennung  
 Indikation Material: Hochleistungskeramiken

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 Document  
 Instructions For Use (1)  
 Broschüre (7)  
 Instructions For Use (1)



Produktvergleich

**Products compare**

	<b>Z8801-314-012-M</b> Produkt Nr. 8062002 Korngröße: M Kopfdurchmesser: 012 Kopfform: Round Indikation: Endo-Zugang Indikation Material: Hochleistungskeramiken ISO-Nummer: 806 314 001 524 012 Primärverpackung: Blister Schaftart: FG Einmalgebrauch: nein Steril: nein Quantity (Item Level): 5 Kopflänge: -
	<b>Z881-314-016-B-C</b> Produkt Nr. 8062002 Korngröße: C Kopfdurchmesser: 016 Kopflänge: 8 Kopfform: Zylinder rund Indikation: Kronentrennung Indikation Material: Hochleistungskeramiken ISO-Nummer: 806 314 141 534 016 8.0 Primärverpackung: Blister Schaftart: FG Einmalgebrauch: nein Steril: nein Quantity (Item Level): 5

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 Study (5)