



**Zirkonzahn<sup>®</sup>**

*Human Zirconium Technology*

**MY CRAFT. MY HOMELAND.**

*by Enrico Steger*

## MY ROOTS



*At the root of everything I have achieved is my Heimat. This concept in the German language is difficult to render into English. Sometimes “home” comes close. Sometimes “homeland” comes close. Or “home soil”. Heimat is where we come from. It links us to the people and the memory of the people who shaped us. It gives me strength. It makes me who I am and who I want to be.*

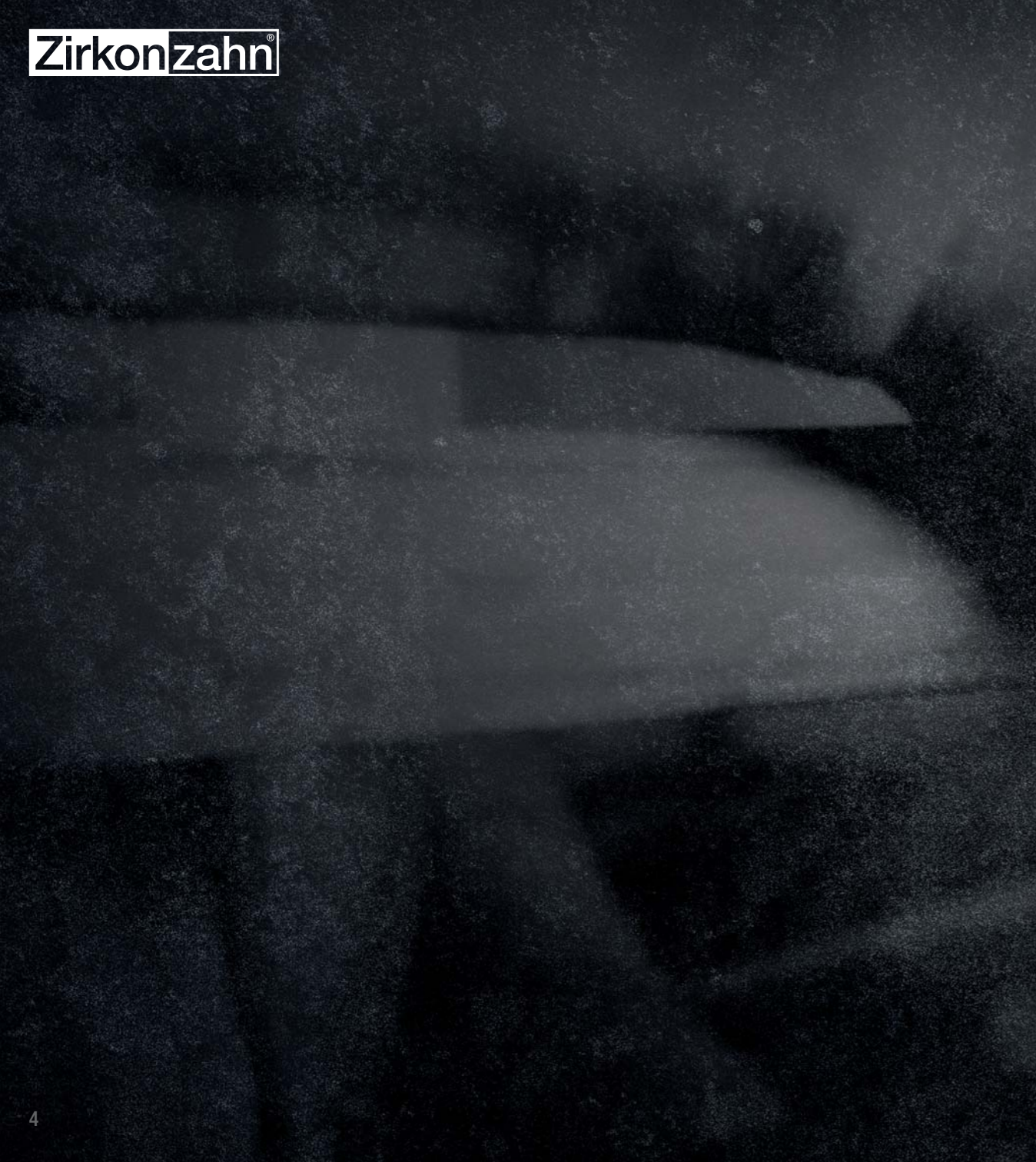
*So my Heimat is ultimately the source of all I think and believe in. And when I am out travelling, Heimat calls me to return. It inspires me. It restores my power when I am exhausted and lets me draw new strength.*

*With it I associate tradition and progress. Tradition helps me believe in my values. Progress is my driving force and my objective. Tradition and progress belong together. Without any roots in tradition, progress is impossible.*

*Andreas Steyer*



*When I was a boy, I was sent away for insubordination in school to keep the cows company at pasture. To make the best use of my time, I took up woodcutting. That is where I discovered my talent and honed my craftsmanship, and ultimately I found the right calling: I became a dental technician with all my heart and soul.*



***Our wonderful hands***

*We feel, understand and change the world with them. We caress the ones we love with them, we shape objects that make us proud, and we save lives with them. They keep us busy and inspire us. We use them to point out the way to go. And much more.*

*Without them, humankind would never have become what it is.*

*So let us pay homage to our best tools and what we do with them; let us hold them in reverence and use them to the best of our abilities.*



## MOVE THE WORLD WITH YOUR HANDS

*It was in the late 1990s that I discovered zirconia as a new dental material. I started imagining highly aesthetic dental solutions, solutions that had seemed impossible with previous materials. And I wanted to implement them in my lab. Instantly of course. However, disappointment followed soon: there was no milling machine whose results I found convincing. But that only fired up my ambition. As I thought about the problem, I noticed my hands. Now these were tools I trusted. I knew they were capable of the highest precision. And I remembered the old pantograph,*

*which gave me the idea to work with zirconia manually. So I set out to ask questions wherever I went. I read voraciously. I tried, failed, started over, and in this manner I put the pieces together, meticulously and one by one. And in the end I had learned how to make zirconia. The Zirkograph had been developed. I had also learned that the fit of the whole ultimately depends on the fit of every little part. So I not only pressed zirconia, but I also built a zirconia furnace and had my own milling tools made.*



*I want my company to be deeply rooted in South Tyrol, just like I am, firmly anchored to the ground and connected to the values of the region that has shaped me. “Move the world with your hands” – this is the motto under which I established Zirkonzahn as a one-man business. The first milling machine was sold in 2005. Since that time, the company has enjoyed continuous growth, and my dream of having my own factory has come true.*



*I built Zirkonzahn on the fundamental values of order, diligence, trust and responsibility. We develop new technologies and visions for the dental market. We are impartial in our search for unconventional, practical solutions. Together we forge ideas, and we work hard on their implementation. We investigate and explore everything, down to the most minute detail, and hope to be rewarded with success.*

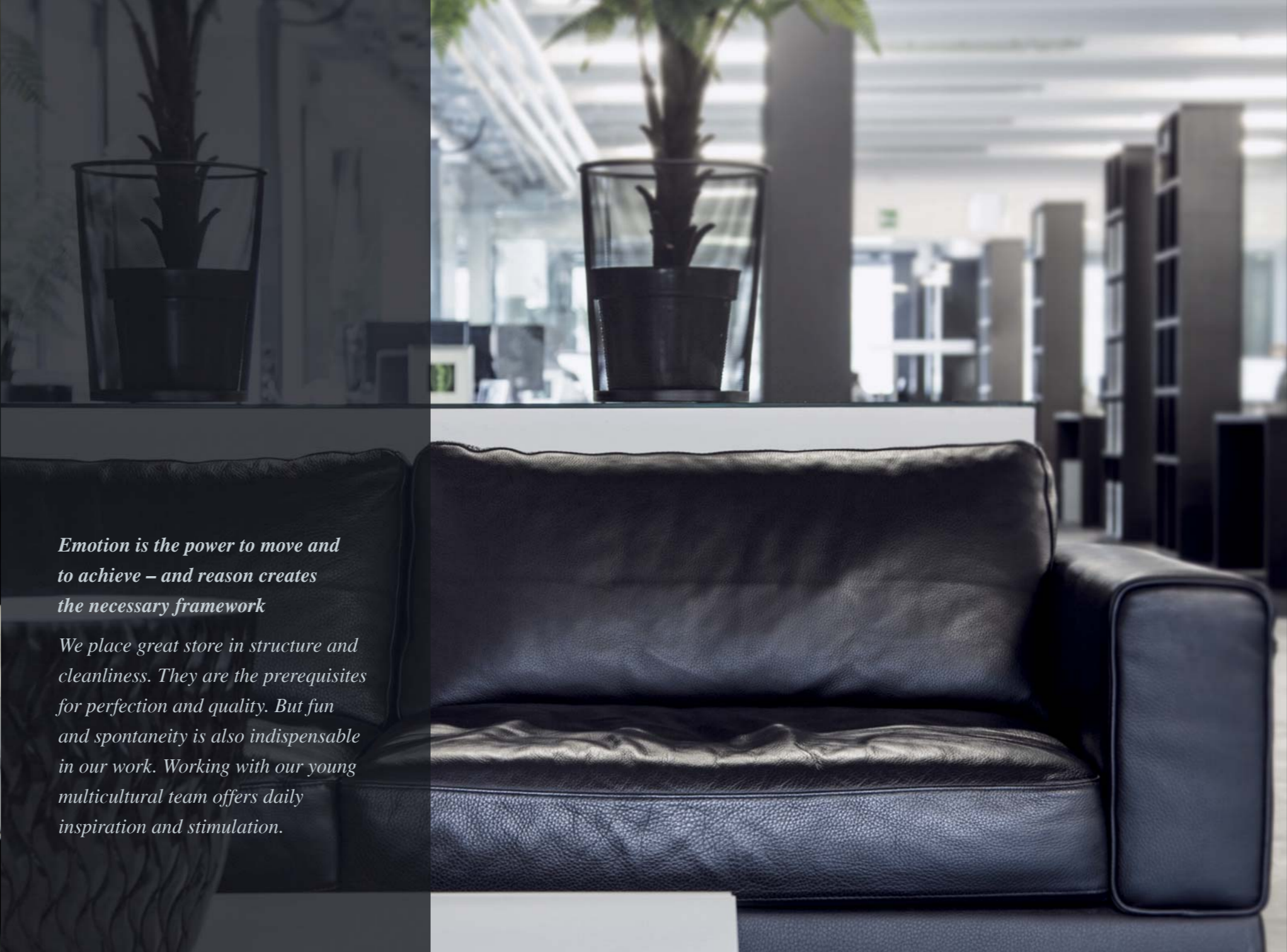
# OUR VALUES



*Perfection through perseverance*  
*Perfection is our most important goal.*  
*Every day we renew our fight against*  
*routine and inattention, dedicated to*  
*coming a little closer to the vision of*  
*perfection. Standardised production*  
*processes, accuracy and precision*  
*are our tools, and our commitment*  
*to quality is our driving force.*



*We take responsibility for everything*  
*We will never surrender control of our*  
*products to others. We develop and*  
*produce almost everything ourselves.*  
*Being the sole process owners, we*  
*know our materials and can ensure*  
*that they form a perfect match. In this*  
*way, we take responsibility for the*  
*quality of our products and can react*  
*very quickly to our customer's needs.*

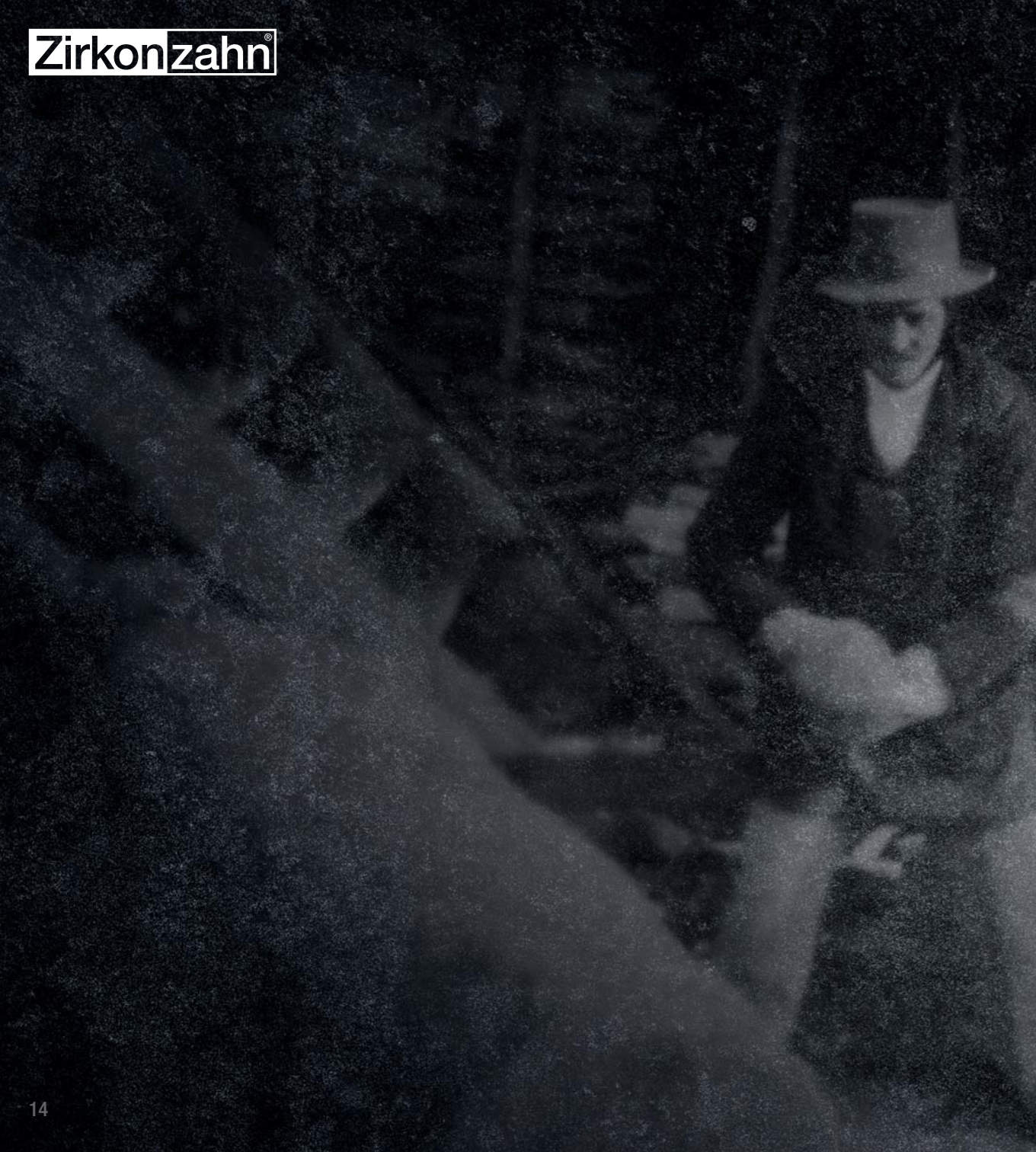


*Emotion is the power to move and to achieve – and reason creates the necessary framework*

*We place great store in structure and cleanliness. They are the prerequisites for perfection and quality. But fun and spontaneity is also indispensable in our work. Working with our young multicultural team offers daily inspiration and stimulation.*

*Reliability – together, step by step*

*We want to help our customers stand out, and we are 100 % on their side on their path to perfection. Our international support team is available six days a week to assist you not only with any technical questions about our products, but also with any general questions in the realm of dental technology. Throughout Europe, we can get consumables to you within 24-48 hours. We pursue offer a holistic step-by-step training approach that builds on the attendee's individual level of development and frees unused potential.*



*Experienced hands need good tools,  
the right tools, to create perfection.*

# OUR PRODUCTS



# OUR CAD/CAM SYSTEMS – THE INTELLIGENT DIGITAL WORKFLOW

*We are always willing to break new ground. Our development process never stops. We keep developing new technologies that facilitate new approaches, and our customers' needs keep changing and evolving. This realisation guided us in the development of our CAD/CAM systems. Their modular design and their*

*intuitive and user-friendly software offers users a technological edge that makes them shine in front of their customers. We attach great importance to a smart digital workflow, with the goal of creating a reliable planning environment.*



*We deliver all shades and cater to all preferences*

*Each laboratory has its own requirements and needs when it comes to CAD/CAM technology. Our customer can choose what they really need, thanks to our modular device concept. Types of milling spindles, number of milling axes, wet/dry processing – even the design of our systems can be chosen individually.*

# OUR MATERIALS

*Dental masterpieces rely on the naturalness of the restoration – in terms of aesthetics as well as function. Just as carpenters carefully choose the best wood for the job, matching shades, textures and other properties, dental technicians must choose the most suitable*

*material for the best possible patient solution. Getting the material right is the foundation for restorative success. We offer not only different zirconia ceramics, but also titanium, cobalt-chromium, sintered metals, resins, wax and wood.*

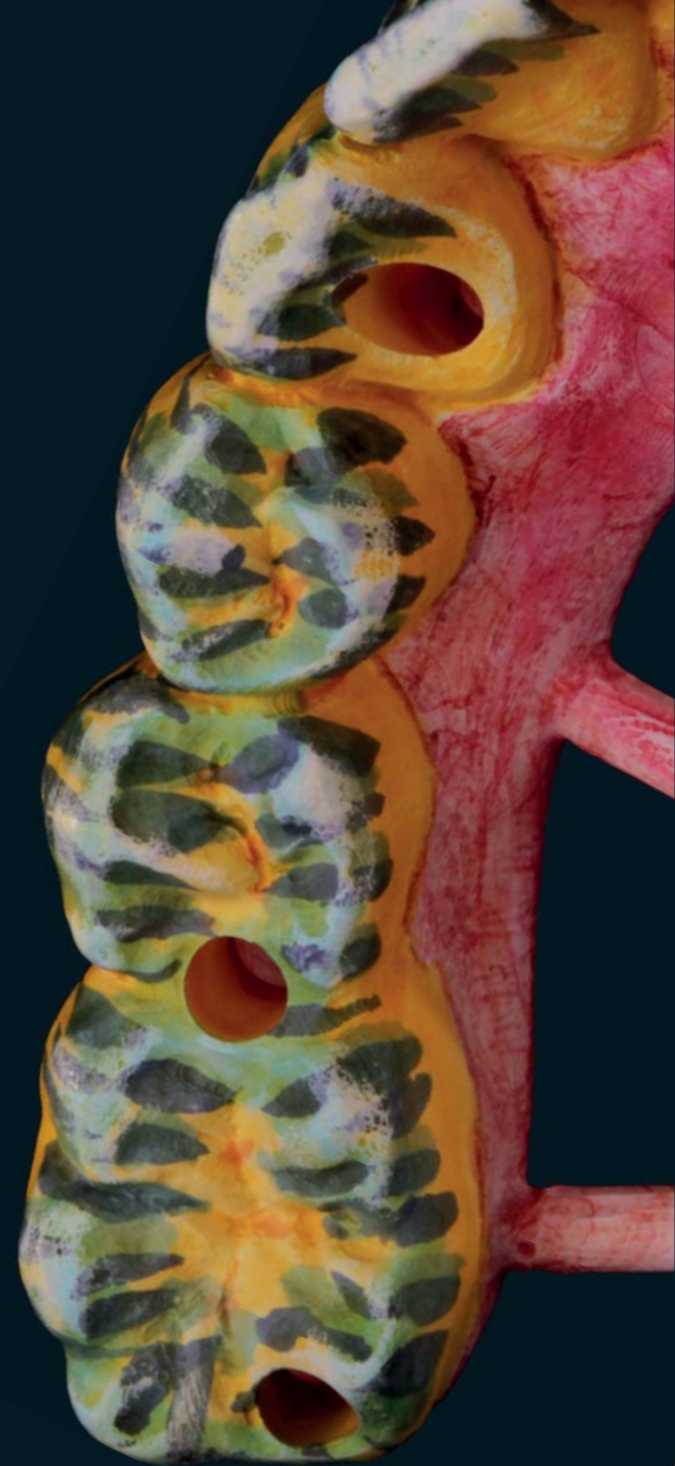


*We focus all our efforts on quality, perfection, precision and clever solutions at a fair price. Our global presence and high quality standards ensure that our products meet international quality standards and guidelines. Zirkonzahn has been ISO 9001 and ISO 13485:2003/CMDCAS certified since 2006. Our medical devices are FDA-approved.*

# OUR SOLUTIONS

*Our company has grown out of a dental laboratory. Today, our dental lab is dedicated exclusively to research and development. As our lab does not operate under any economic constraints, we have a lot of freedom and can devote much time to the most sophisticated techniques, committed to find the best solutions. Everything is checked and re-checked down to the very last detail, it is analysed and optimised, and working together with various universities and*

*research institutions, everything is tested and re-tested in vivo. Our aim is to produce everything on our own and to offer our customers a complete range of services so that they can become heroes of dental technology. We produce everything ourselves because only in this way the high quality of our home-made South Tyrolean products can be guaranteed.*



*For the nature-like characterisation of dental restorations we developed special staining techniques and the related staining liquids. We produce the milling and grinding tools for the milling systems ourselves, in our grindery. In this manner we can realise any geometry, and make quick and flexible adjustments. In order to get closer to the goal of completing our product range, we offer also titanium bases, precast titanium abutment blanks and precast bridge blanks, scanmarkers and laboratory analogues.*

# PERFECTION IS BY NO MEANS A SMALL MATTER

*Technical progress constantly brings forth new components, which can be ideally integrated in the digital workflow for creation of dental restorations. Results of this continuous work are for example the possibility of the 3D digitisation of patient's faces*

*which enables a more realistic modellation, or extensive technical innovations which have to be integrated into the digital workflow, like the PlaneSystem® developed by MDT Udo Plaster in cooperation with Zirkonzahn.*



## *The digitisation of the process chain*

*The digitisation of the single working steps does not only increase the productivity, it also presents another step towards a holistic approach in dental technology. With the Face Hunter 3D facial scanner, which allows the scanning of patient faces in just 0.3 seconds, and the PlaneSystem®, a new approach for capturing patient-specific information, we continue this development consequently.*



*We have consciously and consistently studied numerous topics within philosophy and ethics. Sharing the values we have developed we see as our mission. A culture of intricate and sophisticated craftsmanship is what we want to immerse you in, and a fine sense for detail. We will take you with us into a world full of beauty and make you a master of your trade, since skilful hands and common sense create valuable things that serve us all. We want to convince other people to do as we have done, and to this end we have produced an extraordinary educational programme.*



# OUR MISSION

# WE FORGE HEROES – OUR EDUCATIONAL INSTITUTIONS



*Because we love what we do, it is a matter of the heart to pass on what we know. We build training centers where we train our users. Only those who strive will still be earning good money tomorrow. Our best students are trained to become teachers to explain the*

*technology and pass on our accumulated knowledge at our Education Centers. Our aim: Helping our clients to be among the very best and sharing with them our ideas, giving them an innovative edge that will deeply impress.*

*Growing up in modest circumstances, I learned that nothing in life is free. And that the most important thing is to learn and to get an education. Even the most fertile soil will be barren without good seed. Our minds start filling up from the very first moments of our lives. We alone decide how much we want to take in. Persons of moderate achievement will always feel secure in their knowledge. True sages never will. True sages doubt everything and question everything. They are always on the lookout for something new.*

## ZIRKONZAHN HELDENCAMPUS MOLINI DI TURES, SOUTH TYROL

*The Heldencampus (Heroes' Campus) follows the principle of medial and social asceticism and is governed by strict rules. During the Heldencampus, knowledge about basic tenets of dental technology is revitalised, virtues are reawakened, potentials are*

*discovered – and there is plenty of highly concentrated hard work without distraction. Participation in Heldencampus is strictly limited and is possible exclusively by personal invitation.*



ZIRKONZAHN MILITARY SCHOOL  
MOLINI DI TURES, SOUTH TYROL

*The Military School will make the “young guns” test their limits. On a strict time and activity schedule, attendees not only get a sound dental education –*

*they will also be guided to virtues such as diligence, loyalty, integrity, humility, temperance, courage, justice, patience, simplicity and modesty.*





# ZIRKONZAHN MOUNTAIN MONASTERY

CAMPO TURES, SOUTH TYROL

*The Mountain Monastery is where the Implant School takes place, an educational programme for dentists and dental technicians. Rooted firmly in reason and logic, it brings out the best in people and unlocks their*

*hidden talents. Through the teachings of traditional craftsmanship, attendees get new impulses for daily practice, especially within oral implantology, providing mental access to unusual solutions.*



# ZIRKONZAHN GERMANY NEULER, GERMANY

*The first Zirkonzahn subsidiary was Zirkonzahn Germany, founded in 2004. With the completion of the new building, which stood ready in 2010, the Education Center Neuler also opened its doors.*

*German customers and prospects are offered the entire range of Zirkonzahn courses. Under the motto of "Live and Learn", course participants can even stay at especially designed apartments.*



ZIRKONZAHN USA  
ATLANTA, USA

*To be closer to our customers in the US, we opened our first US office in Atlanta in 2007: Zirkonzahn USA. Conveniently located on the east coast, this is from where we deliver products, especially consumables, quickly and easily to our customers in the region.*

*Since then also the Education Center Atlanta, with fully-equipped course facilities, and the branch of Zirkonzahn Norcross were established not far away from the main building in Atlanta.*



ZIRKONZAHN CALIFORNIA  
IRVINE, USA

*In sunny California, in the university town of Irvine,  
we opened our US office on the West Coast in 2013.  
The focus here is on training courses for dental*

*technicians and dentists as well as on dental equipment  
and technical customer support.*



# ZIRKONZAHN MEXICO IRAPUATO, MEXICO

*Zirkonzahn Mexico is not only a logistics center for the distribution and direct sales of our products, but at the same time an independent laboratory and education center. Young and talented technicians educated in*

*Europe hold training courses for dental technicians and dentists from across Latin America and are also available for technical customer support.*



# ZIRKONZAHN IBÉRICA

BARBERÀ DEL VALLÈS, SPAIN

*In 2013, Zirkonzahn Ibérica opened its gates just a short distance from Barcelona. The integrated education center, which matches other Zirkonzahn education centers in terms of facilities, design and*

*philosophy, houses mainly CAD/CAM courses. Our local dental technology experts – faithful Zirkonzahn companions of the first hour – will also be happy to offer general technical advice.*



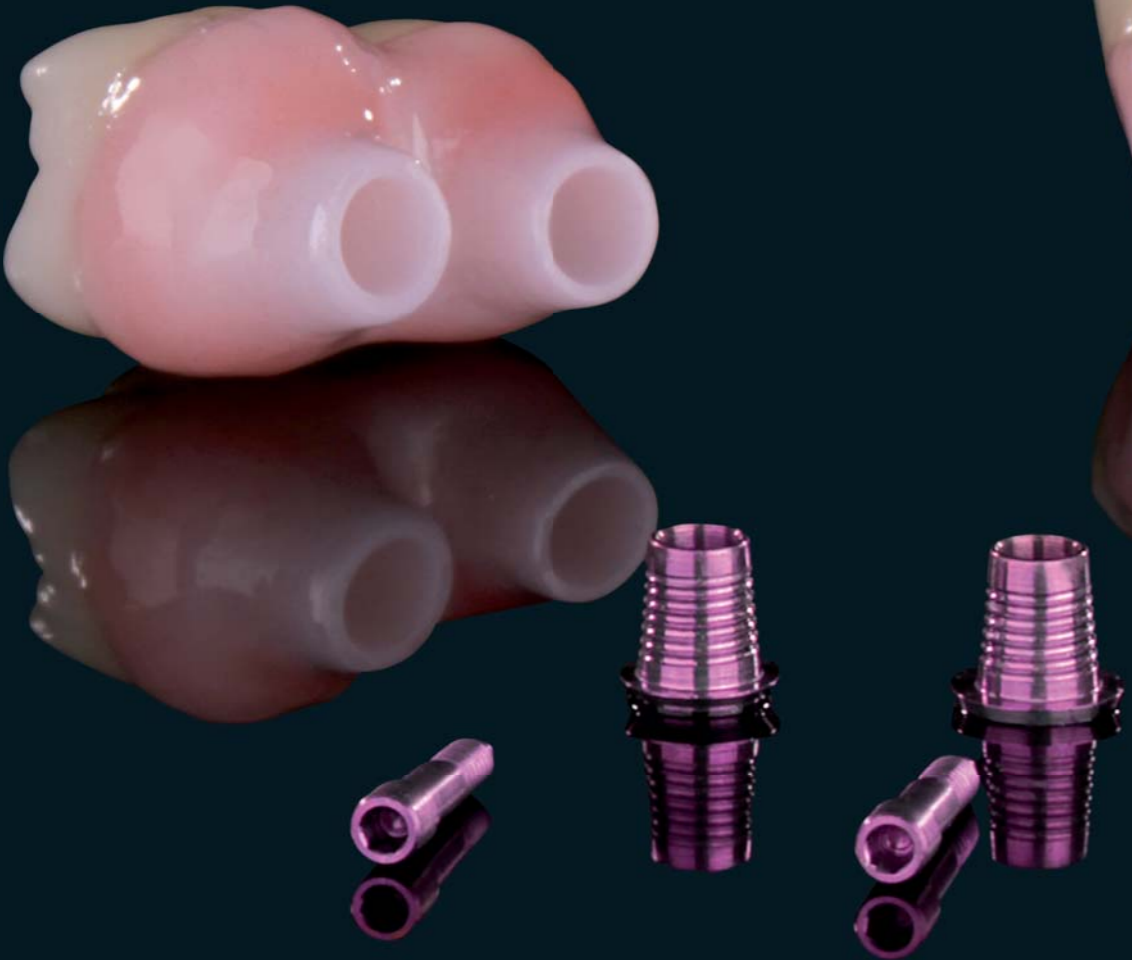


*Just like painters, dental technicians create unique works of art with their hands. Passionate artists will never call any of their work perfect. Nevertheless, they will renew their quest for perfection with every new work they embark on. Through this self-imposed challenge they continually refine their art.*

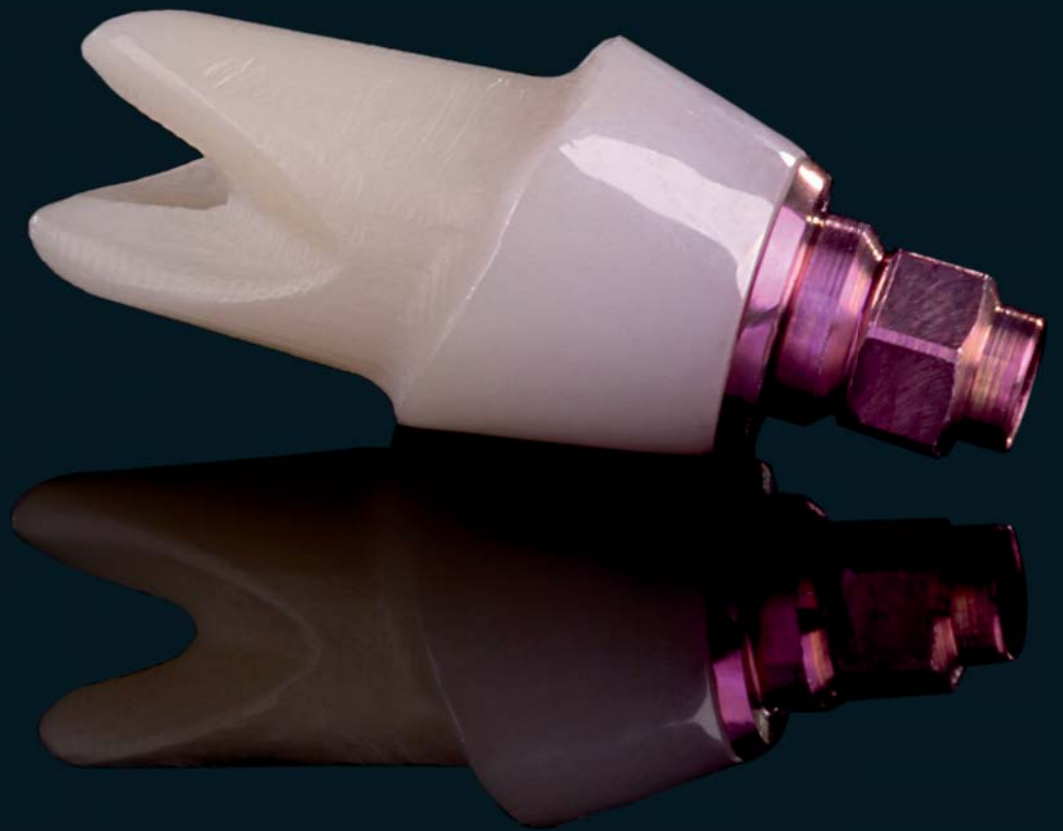
**OUR PASSION**







*Some people develop special capabilities because they are in possession of great power of thought. Their constant desire for something new leads them to transcend boundaries with tireless passion. Their iron will is going to generate new knowledge and special skills that lead to great achievements. We are not entitled to anything. We have to apply ourselves and fight for everything.*





# Zirkonzahn®

## MY CRAFT. MY HOMELAND.

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*All information is subject to change. Errors and omissions excepted. Version: 02/03/2015*