

# “The tissue-level implant has always been close to our heart”

An interview with TRI Dental Implants CEO Tobias Richter and CTO Sandro Venanzoni

■ With the introduction of the TRI Octa tissue-level implant here at the annual congress of the European Association for Osseointegration (EAO), Swiss implant manufacturer TRI Dental Implants is adding a tissue-level implant line to its existing portfolio of bone-level implants. *today international* had the opportunity to speak with Chief Executive Officer Tobias Richter and Chief Technology Officer Sandro Venanzoni about the development and the reasons for launching the product here in Rome.

**today international:** Mr Richter, much of the dental implant community still seems to be divided over tissue-level implants. What was the incentive for your relatively young company to launch such an ambitious product on the market?

**Tobias Richter:** From a scientific point of view, the tissue-level implant is undoubtedly one of the implant types that is most reliable and gives the best performance. Its low-ranking status in the early 2000s was probably due to the perception of many dentists of it not being easy to place in anterior sites and it thus being regarded as unsuitable for aesthetic indications. These implants, as is well known, gave way to the more commonly used bone-level implants. At TRI Dental Implants, we have always believed in the strengths of tissue-level implants in terms of longevity and ease of handling in posterior and edentulous sites. Considering the fact that many dentists now fear peri-implantitis in cases involving bone-level implants, we chose to add the TRI Octa implant line to our portfolio. It not only provides reliable long-term results, but also guarantees maximally predictable aesthetics for all indications through a rose-pink colour-coded 1.8 mm machined neckportion.

**Is the addition of a tissue-level implant a market necessity or the result of a long-term development process?**

**Tobias Richter:** Considering the fact that two key executives in our company previously worked at Straumann, the tissue-level implant has always been close to our heart as a product that could provide predictable long-term results for our customers. Combined with the opportunity of yielding better aesthetics, it will certainly gain significance in the future.



• Sandro Venanzoni and Tobias Richter. (Photo courtesy of TRI Implants)

**Will the abutments be available in the same colour as the implants?**

**Sandro Venanzoni:** The main function of the pink neck is to reduce the effect of negative colour shades on the gingival tissue. It

are available at our booth at the congress (B16), as well as in the scientific section of our website.

**You already did a pre-launch of TRI Octa in May this year.**

crease production capacity for the global launch.

**Why did you decide to launch this product here in Rome?**

**Tobias Richter:** In our opinion, the EAO congress is the an-

plant and the TRI Narrow implant. Together with our TRI+ digital interface, the combination of bone- and tissue-level implants will provide good long-term results both in the anterior and posterior regions, as well as for eden-



## “The feedback for our limited market release was extremely positive...”

**What feedback did you receive from the clinicians who were able to try the product?**

**Sandro Venanzoni:** The feedback for our limited market release was extremely positive and we are proud to say that all 500 tissue-level implants had been placed before the product was even officially launched here in Rome. Some of the outstanding aesthetic results can be viewed in the case library on our website.

One of the main benefits that many customers immediately recognised was the enhancement of aesthetics. Many were impressed by the fact that the surgical kit that we offer with our bone-level implants is also compatible with the tissue-level implants, which enables us to integrate the tapered implant body according to the tissue level to guarantee ideal primary stability.

Another thing we received positive feedback on was the decision to integrate an octagonal connection with our TRI friction technology to ensure implant abutment stability. This in summary helped us go forward and in-

nual scientific and academic highlight for our industry and attracts top clinicians, as well as promising talent. Therefore, it is probably the most prestigious place to launch an innovation like TRI Octa. It is here where we can reach the best clinicians in Europe and beyond.

**Is this the main target group for this product?**

**Tobias Richter:** The TRI Octa implant is the implant of choice for all implantologists looking for a premium Swiss quality tissue-level implant with superior performance that offers the best value for money.

**How will this product complement your portfolio?**

**Sandro Venanzoni:** The TRI Octa tissue-level implant completes our portfolio, which consists of the TRI Vent bone-level im-



planted situations. We are proud to have assembled such a powerful yet lean portfolio, which we believe will further strengthen our position as one of the fastest-growing best-value players internationally.

**Thank you very much for the interview. ◀**