

## Successful launch of MyPlant II in Thailand

Thailand ranks as one of the leading markets in implantology and training courses while playing a special role in Asia. It is a fast-developing country that has a strong presence in the dental tourism industry with a growing local dental market. As a result, the demand for high quality dental products is increasing significantly.

Bur and Bone Management® systems are in great demand in Thailand and in other South Asian countries. To help meet this demand, the MyPlant II was launched in the Thai market by Hager & Meisinger GmbH in December last year with positive feedback.

### Further strengthening of market presence

Hager & Meisinger GmbH, located in Neuss, Germany, manufactures a wide range of high quality dental products. Its new implant system, MyPlant II, was developed together with Prof. Dr. Georg-Hubertus Nentwig and Dr. Ing Walter Moser.

Prof. Dr. Nentwig is a well-known developer in Thailand who created the popular Ankylos® system in Thailand. His development of MyPlant II is an advanced form of the 30-year-old concept of a two-phase titanium implant with a special expansion thread and a self-locking cone as an abutment connection. The non-indexed cone connection allows free positioning and simple parallel alignment of angled abutments. MyPlant II also provides rotation stability, which creates a precise seal. This precise connection minimises micro-movement between the implant and the abutment, and its reinforced and extended inner cone allows for greater fatigue strength.

“Thailand is an important and growing market for Hager & Meisinger. We want to be more present and gain a substantial market leader. The launch of Meisinger’s MyPlant II is a good opportunity for us in achieving our goal. One big advantage is



Fig. 1: The Thai dentists participating in the MyPlant II Hands-On workshop in Neuss, Germany.



Fig. 2: Prof. Dr. Georg-Hubertus Nentwig and Dr. Koanantakool Thaweesak at the 4<sup>th</sup> Thai-Germany International Congress in Chiang Mai.

we have many good trade relationships with long-standing and reliable local partners. Also, we were able to achieve approvals for MyPlant II quickly,” stated Ms. Christina Baumer, sales manager for Asia/Oceania at Hager & Meisinger GmbH.

### First-time presentation in Bangkok

Even before the launch of MyPlant II, Thai implantologists’ interest in the MyPlant II was huge. Twenty dentists travelled from Thailand to Hager & Meisinger GmbH in Germany during September 2017 to participate in the Thai-German Basic Implantology Course of the Private Dental Association Thailand (PDAT). The workshop was directed by Prof. Dr. Nentwig and

featured the MyPlant II and current Bone Management® systems manufactured by Hager & Meisinger GmbH.

The workshop received positive feedback and visitors were able to establish solid networking with the Thai Association of Dental Implantology (TADI) at the Bangkok International Symposium of Implant Dentistry in December last year. With an audience of more than 900 guests, Hager & Meisinger presented MyPlant II in Thailand for the first time and sold the first MyPlant II kit. Additionally, Prof. Dr. Nentwig held an informative lecture giving the audience first-hand information about the implant system. Twenty-two implantologists from Thailand, Cambodia, and the Philippines also had the opportunity to train and experience MyPlant II in a Hands-On workshop with Dr. Boworn Klongnoi at the Chulalongkorn University.

In January this year, the innovative MyPlant II implant system was promoted at the TDA show in Bangkok and the 4<sup>th</sup> Thai-Germany International Congress in Chiang Mai. The congress was organised by the PDAT and the German Association of Oral Implantology, which attracted approximately 600 participants.

### Ongoing presence and support

As Hager & Meisinger GmbH continues to strive in meeting the demands of the fast-growing dental field through its ongoing presence, MyPlant II is one of the many high-quality products manufactured by the company. ■



Fig. 3: MEISINGER’s precision quality products demonstrated at the TDA fair in Bangkok.