



**P R E S S R E L E A S E**  
Europe's No. 1 online ordering platform for dental implants  
[www.implantdirect.com](http://www.implantdirect.com)

## **Implant Direct Europe AG: Dr. Gerald Niznick to return to European market**

Gerald Niznick, a pioneer in American Implant Dentistry, returns with his company Implant Direct ([www.implantdirect.com](http://www.implantdirect.com)) to the European market for dental implants. After the sale of his former company Paragon in the year 2001 to Sulzer Medica (later Centerpulse and today Zimmer), he created Implant Direct, a global provider of high-quality implants and prosthetic components, which are sold directly over the Internet to experienced dentists active in implantology. Due to a lean production process and an innovative marketing and sales system, Implant Direct offers its customers **prices up to 70% below competitor prices** whilst providing high quality products at the level of high-priced competitors.

### **Compatible products to Nobel Biocare and Zimmer**

The products of Implant Direct incorporate more than 25 years of knowledge and experience of Dr. Gerald A. Niznick, the inventor of „ the tapered Screw-Vent System®“ and originator of more than 23 implant-related patents. With the original Spectra System™ line and implant lines compatible to other companies such as Nobel Biocare and Zimmer, the product portfolio provides solutions for all aspects of modern implantology. The implant lines are based on one universal implant body design, and are sold in an innovative packing system including the required prosthetic components.

### **Strong management team for launch of European business**

After the extremely successful start of Implant Direct in the United States, the European market will now be served directly by Implant Direct Europe AG, with head offices in Zurich, Switzerland. The management team of Implant Direct Europe AG comprises comprehensive experience and know-how in the field of product management, sales and marketing in management positions at Europe's leading company for dental implant dentistry.

### **Launch at EAO congress in Barcelona: October 26th 2007**

The official Launch will be during the EAO Barcelona (25.10. - 27.10.2007) where the new European online ordering platform [www.implantdirect.com](http://www.implantdirect.com) will be presented during a press conference on October 26th 2007 (2pm).

#### For more information:

Implant Direct Europe AG  
Sägereistrasse 29  
8152 Glattbrugg/Switzerland  
+41 79 455 2023  
[info-eu@implantdirect.com](mailto:info-eu@implantdirect.com)  
[www.implantdirect.com](http://www.implantdirect.com)