

# Implant Direct

## Implant Direct

27030 Malibu Hills Road  
Calabasas Hills, CA 91301  
818-444-3333  
Fax: 818-444-3400  
www.implantdirect.com



## IMPLANT DIRECT'S MISSION STATEMENT

Provide experienced implant dentists with online access to purchase application-specific implants and prosthetics, delivering high quality, innovative products at factory-direct prices.



### ALL-IN-ONE PACKAGING FOR SIMPLICITY + ECONOMY

The implant is mounted on a color-coded fixture-mount, designed for use as a transfer or shortened for a straight abutment. Included in each vial is a snap-on comfort cap for the modified abutment and a cover screw. The ScrewPlant, ScrewPlus and Legacy Implants include a 2-mm extender retained by the cover screw for use as a healing collar.

### DR. NIZNICK'S 25-YEAR HISTORY IN THE DENTAL IMPLANT INDUSTRY

**1982:** Developed the Core-Vent hollow basket implant - the first North American implant system to consistently achieve osseointegration using slow-speed, internally irrigated drills in a submerged surgical protocol.

**1986:** Developed the Screw-Vent implant, now sold by Zimmer Dental; the first internal hex implant.

**1990:** Developed the Spectra-System four implant designs, including Core-Vent, Screw-Vent, Micro-Vent and Bio-Vent, for different qualities of bone. Each implant delivered on a fixture-mount in double-vial, sterile packaging.

**1991:** Funded the largest prospective, multi-center, peer-reviewed study in Implant Dentistry using 3,000 Spectra-System Implants in 1,000 patients at 32 VA and University Centers. Results became the subject of two Special Issues: (1) JOMS, Vol. 55, No.12, Suppl. 5, Dec. 1997; (2) Annals of Periodontology, Vol. 5, No. 1, Dec. 2000.

**1998:** Developed the Tapered Screw-Vent, SwissPlus and Advent Implants, which comprise the vast majority of the Zimmer Dental implant system sold today.

**2001:** Jan. 8th: Sold Paragon Implant Co. to Sulzer Dental, later acquired by Zimmer Dental. A 5-year non-compete restriction did not prevent Dr. Niznick from preparing to compete.

**2004:** Formed Implant Direct Co, re-occupying 40,000-ft. Calabasas, Calif. factory; previously leased to Zimmer Dental. Hired 80 engineers, machinists, QA technicians and production staff, many of whom were former Paragon and Zimmer employees (now up to 120).

**2005:** Developed the new Spectra-System, the first Application-Specific Implant System with all-in-one packaging. Developed the Legacy and RePlant product lines with surgical and prosthetic compatibility to Zimmer's Screw-Vent\* and Nobel BioCare's Replace\* implants.

**2006:** Received FDA marketing approval for the sale of Spectra-System, Legacy and RePlant Implants. Launched sale in October in the U.S. with the industry's first Web-based, graphic-driven shopping cart ordering system.

**2007:** Established Implant Direct's Canadian office in Vancouver; Israeli office in Tel Aviv; and Implant Direct EU in Switzerland. Received FDA, Canada Health, ISO and CE Mark approvals.



GERALD A. NIZNICK,  
DMD, MSD

PRESIDENT,  
IMPLANT DIRECT LLC AND  
DEVELOPER OF THE  
SPECTRA-SYSTEM



\* Screw-Vent® is a registered trademark of Zimmer Dental  
\* Replace® is a registered trademark of Nobel Biocare Inc.