

# Welcome to Implant Direct

Implant Direct is the leading source for dental implant products offering high quality, innovation and value. Implant Direct's business model combines lights-out manufacturing capabilities with an intuitive on-line ordering system, to allow Implant Direct to sell for up to 70% less than the leading implant companies.

## Dr. Gerald Niznick

### A Pioneer in the Implant Industry

Dr. Gerald Niznick, the founder and president of Core-Vent and Paragon Implant companies, has been a driving force in the dental implant industry since 1982. He developed and patented the internal connection that is considered by many as the cornerstone of modern implant design. His Tapered Screw-Vent® system is the foundation for Zimmer Dental's implant sales and many of his 30+ patents have been used by and/or licensed to other companies. Implant Direct was started in 2004 by Dr. Gerald Niznick with its headquarters in Los Angeles, USA. The European headquarters are based in Zurich, Switzerland with offices in Canada and Israel, and distributors throughout the world.

Implant Direct provides comprehensive technical support for its products with online graphic animations of all surgical and prosthetic procedures, plus a large customer service and technical support team in the countries where it has its offices. Implant Direct has made significant contributions to the expansion of the implant industry with its focus being defined by its Mission Statement: **To provide experienced implant dentists with online access to purchase application-specific implants and prosthetics; delivering high-quality, safe and innovative products at factory-direct prices.**

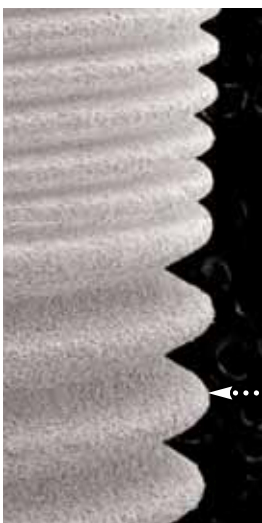


## SBM and HA surfaces with 17 years of documented clinical success

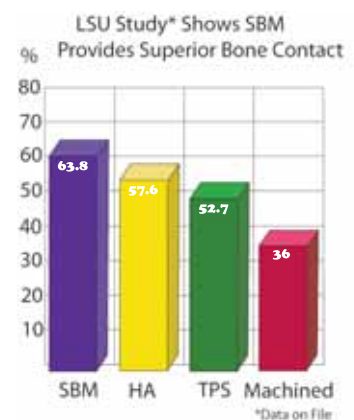
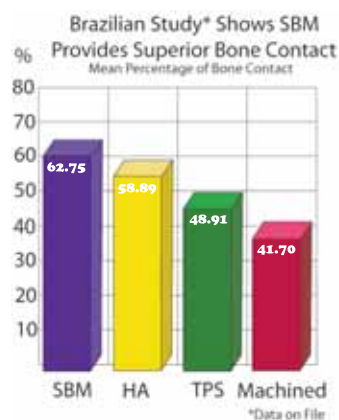
The **SBM** surface is created by using a **Soluble Blast Media** of Hydroxylapatite (HA) crystals to create a medium-rough texture. Implant Direct uses the same vendor for its SBM and HA coated surface treatments as was used by Paragon Implant Company from 1992 when these studies were conducted.

### SEMs of Implant Direct's Surfaces

SBM Surface 20X



SBM Surface 50X



### Animal Studies Bone Response to SBM Surface

