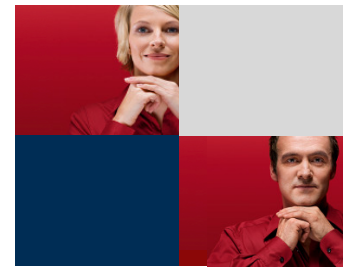


Price - reduced
Durability - increased
Warranty - extended



Feature-Benefit Sheet: KaVo EXPERTmatic Low-Speed contra-angles

KaVo Expert Series

- 1) Highest price/durability efficiency
- 2) Maximum work efficiency
- 3) Proven equipment efficiency

Key selling points

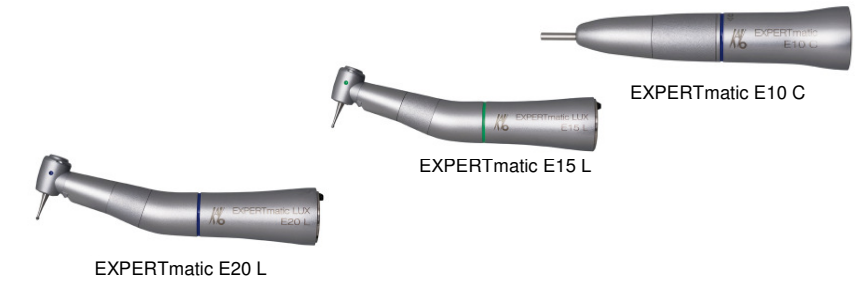
1) Highest price/durability efficiency due to high quality materials and reliable KaVo technologies. Longer term of guarantee and lower price. Highly resistant stainless steel heads, excellent manufacture and especially very close production tolerances guarantee a high durability.
2) Maximum work efficiency due to reduced height of head and easy to grip surface thank to the new KaVo EXPERTgrip.
3) Proven equipment efficiency due to smaller heads, and a large scope of gear reduction an ratio as well as for special clinical applications (e.g EVA-System)


Applications:

- All tasks associated with the dentine
- Treatment of carious tissue
- Endodontic works
- Polishing
- Interdental prophylaxis
- Approximal enamel reduction

Important technical data and connections

- Contra-angles with light:
E20 L = 1:1, E15 L = 5,4:1, E25 L = 1:5
- Contra-angles without light:
E20 C = 1:1, E15 C = 5,4:1, E25 C = 1:5, E31 C = 5,4:1, E10 C = 1:1
- Weight: < 79 g (with head)
- Connections:**
 - KaVo INTRAmatic motors: KL 701, KL702, K200, K201
 - KaVo pneumatic motors: 181L, 181M
 - As well as all the additional INTRAmatic connections in accordance with DIN EN ISO 3964



USP	Priority (1st, 2nd, 3rd, etc.)	Benefit Type	Need / Problem	Product Characteristic / Feature	Benefit / Value	General Evidence / Proof	Competitive comparison			Competitive comparison	
							NSK Serie	TiMax	Sirona T1 Line Serie	W&H Synea Serie	MK-Dent Winkelstücke
Hauptverkaufsargumente											
x	1	Price/durability efficiency	Reliability in operation Durable handpieces with long service-life at unbeatable price	• Reliable and proven technology • Continuously improving technology • Use of high-quality material	• Reliable in use • Long life • Outstanding ratio of quality to price						
x	1	Price/durability efficiency	Reliability in operation Durable handpieces with long service-life at unbeatable price	• New: use of high-end and robust stainless steel heads. Extremely reliable and ruggedized body	Instrument has a higher durability: high probability for the instrument to resist external shocks for instance use of the instrument in normal workflow or in hygiene workflow	• Crash test with stainless steel heads (video) • 60% higher hardness compared to predecessor series	[-] titanium only	[-]	[-]	[-]	
	1	Price/durability efficiency	Profitable investment / best price-durability-ratio	Best price for a long lasting instrument with KaVo proven equipment efficiency, now with 18 months warranty	Prices reduction and cheaper than before -> Higher durability -> Result: Highest price-durability-ratio		[+] years		[+] years		
		Price/durability efficiency	Protection of investment	• KaVo: reliability since 100 years • Long lasting spare parts availability	KaVo creates new standards and provide spare parts for a long time period Long lasting spare parts means higher durability	Up to 25 years supply of spare parts.					
		Price/durability efficiency	Decrease in illumination from thermal & chemical damage through regular disinfection / sterilisation	• 25,000 Lux from the KaVo LUX glass rod light guide	• High glass quality with special KaVo coating and surface grinding => No light loss		25.000 Lux	25.000 Lux	25.000 Lux	25.000 Lux	
		Work efficiency	Rough surfaces and edges lead to pressure points on hand, and smooth ones lead to fatigue (high exertion of force)	• Better grip due to KaVo EXPERTgrip	• Relaxed treatment • More sensitivity in the fingers • No slipping/no longer have to get a second grip • No pressure points on the hands • No fatigue during long treatments • Safe treatment		[o] DURACOAT	[-]	[o] Elliptical profile	[-] [o] almost no pressure point or rough surface (high speed handpiece)	
		Work efficiency	Easy to fix contra angle on the motor	• Flexible latching nose	• Faster and more reliable change of Contra angle during treatment • Fast setup of the workplace	Attach to treatment unit	[-] Fix latching nose	[-] Fix latching nose	[o] Fleible latching nose	[o] Fleible latching nose	
		Work efficiency	Smooth surface, easy to clean	• New design without edges, good grip thank to the surface KaVo EXPERTgrip	Easier and faster external cleaing : time saving		[o]	[o]	[o]	[-] Rillen	
x	3	Equipment efficiency and Safety	Bur slipping, loosening of the bur	• High chuck retention force	• Safe preparation • Reserve • Safe clamping even at high load	Chuck test with chuck tester, especially in comparison to NSK	[-]		[o]		
		Equipment efficiency and Safety	Efficient bur cooling	• Separated air and water media lines, for improved spray cooling	• Clearly superior nebulised spray, optimised for full-length bur wetting/cooling • 2 holes visible, one hole for water, one hole for air.						
Weitere Verkaufsargumente											
	2	Treatment quality	Uneven running, poor working precision	• Very close manufacturing tolerances of a thousandths of a millimetre (up to 0,003mm)	• Runs extremely smoothly • Reliable working	Run handpiece and touch instrument head -> hardly vibrations					
		Treatment quality	Insufficient illumination at the preparation site	• 25,000 Lux light intensity at burr tip • KaVo LUX glass rod light conductor for E20 L und E15 L	• Best view for precise preparations -> Safe identification of preparation margins	Demonstration using a tooth model	[o]	[o]	[o]	[o]	