

Dentsply Sirona Launches New Implant Product Selection Guide on U.S. E-Commerce Platform

Dentsply Sirona, the world's largest diversified manufacturer of professional dental products and technologies is enhancing the digital purchasing experience for dental professionals in the United States with the launch of the new Product Selection Guide—now available on the company's e-commerce platform.

Charlotte, N.C., August 18, 2025. To meet the evolving needs of clinicians and simplify implant selection, Dentsply Sirona has developed a digital tool that brings clarity and convenience to the purchasing process. This tool is designed to streamline the purchasing journey by efficiently displaying product options and offerings based on information provided by a customer. From initial selection to final purchase, the Product Selection Guide delivers an intuitive, efficient, and user-friendly experience tailored to individual practice needs.

The Product Selection Guide supports clinicians in choosing from Dentsply Sirona's three cornerstone implant systems, each with distinct clinical advantages:

- **PrimeTaper EV Implant:** Designed for immediacy and surgical flexibility
- **OmniTaper EV Implant:** Offers an intuitive surgical protocol and streamlined efficiency
- **Astra Tech Implant System EV:** Renowned for its versatility, broad assortment, and extensive clinical documentation

By clearly outlining these differentiated benefits, the Product Selection Guide helps clinicians efficiently find and identify products to make informed purchasing decisions quickly and confidently.

Key benefits of the Product Selection Guide include:

- Reduction in support-related inquiries, allowing for faster, self-guided decision-making
- Enhanced purchasing experience
- Increased productivity and workflow efficiency
- A lean, simplified, and quick buying process

"The Product Selection Guide reflects our vision to enhance the customer experience by making every step of the implant selection journey simpler, faster, and more intuitive," said Brian Janko, VP, Digital Commerce & Demand Generation at Dentsply Sirona. "Our commitment to digital innovation is focused on delivering smarter, more connected solutions that truly ease the daily work of dental professionals, so they can focus more time on providing excellent patient care," added Bill Smalley, Area Sales Director for Implants at Dentsply Sirona.

This feature is part of Dentsply Sirona's broader efforts to drive digital transformation and deliver value-added services that empower clinicians to focus more on patient care and less on administrative tasks.

For more information and to access the Product Selection Guide visit:

www.dentsplysirona.com/productselectionguide

IMAGES

are available for [Download](#) on the website. If you need additional images or portraits, please reach out to publicrelations@dentsplysirona.com



Fig. 1: The digital tool enables dental professionals to choose from Dentsply Sirona's three cornerstone implant systems with clarity and confidence.



Fig. 2: The new Product Selection Guide offers a step-by-step, intuitive selection process for clinicians.



Fig. 3: Brian Janko, VP, Digital Commerce & Demand Generation at Dentsply Sirona



Fig. 4: Bill Smalley, Area Sales Director for Implants at Dentsply Sirona

Press Contact

Marion Par-Weixlberger | Vice President Public Relations & Corporate Communications
Sirona Straße 1 | 5071 Wals bei Salzburg, Austria
publicrelations@dentsplysirona.com | www.dentsplysirona.com

Edelman GmbH
Schöneberger Straße 15 | 10963 Berlin, Germany | T +49 (0) 173 781 2582
publicrelations@dentsplysirona.com | www.dentsplysirona.com

About Dentsply Sirona

Dentsply Sirona is the world's largest diversified manufacturer of professional dental products and technologies, with over a century of innovation and service to the dental industry and patients worldwide. Dentsply Sirona develops, manufactures, and markets a comprehensive solutions offering including dental and oral health products as well as other consumable medical devices under a strong portfolio of world-class brands.

Dentsply Sirona's innovative products provide, high-quality, effective and connected solutions to advance patient care and deliver better and safer dental care. Dentsply Sirona's headquarters is located in Charlotte, North Carolina. The Company's shares are listed in the United States on Nasdaq under the symbol XRAY.

Visit www.dentsplysirona.com for more information about Dentsply Sirona and its products.