



## PRESS RELEASE

### **Nobel Biocare in marketing partnership with Brasseler for Procera®**

**Nobel Biocare has signed an agreement with Brasseler regarding mutual marketing of the companies' respective products, Procera® AllCeram dental crowns and Brasseler diamond burrs.**

Brasseler is a world market leader for dental burrs and preparation diamonds. Brasseler's US sales force of 120 people will as a part of this agreement, offer a preparation kit, especially designed for tooth preparation for Procera® AllCeram copings, to the dentist. In return, the dental laboratories that work with Procera®, will promote this special preparation kit to their customers.

"This type of partnership agreement with a leading and well respected company like Brasseler is very valuable for Nobel Biocare in establishing knowledge about Procera® in the dentist community. To have access to Brasseler's professional sales force is another important step for Nobel Biocare in creating demand for Procera® products", says Jack Forsgren, President and CEO of Nobel Biocare.

Every year, in excess of 50 million dental crowns are produced in the U.S. The market is currently dominated by hand-crafted metal crowns and it is in this market that Procera® is competing with its industrially-produced dental crowns. More than 300 dental laboratories in the USA are equipped with a Procera® Scanner.

Göteborg, Sweden, 11 February, 2000

NOBEL BIO CARE AB

***For further information, please contact:***

Lars Henrikson, Head of business area Procera, Nobel Biocare AB, telephone +46 31 81 88 00.

---

**Nobel Biocare** is an innovative, medical devices company, whose core business comprises dental implants and dental prosthetics. The company's product systems for dental implants, Brånemark System® and Steri-Oss®, are world leaders and have a global market share of around 40%.

The company's other product line, Procera®, is a unique, IT-based process for the industrial production of dental prosthetics. The system has been launched very successfully in 22 countries in North America, Europe, South East Asia and South America.

Nobel Biocare has around 1,140 employees and, in 1999 turnover totalled SEK 1 738 million. The company's headquarters are located in Gothenburg, Sweden, while production takes place in Sweden and the USA. Nobel Biocare has its own sales companies in some 20 countries.