
CURRENT PRESS RELEASE

from the bredent group

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Integral partnership for sustained implant success

bredent group establishes co-branding partnerships with GZFA and IMPROIC®

The long-term functionality of implant-supported restorations hinges on three decisive factors: quality of the implant system, prosthetic planning and consistent aftercare. With this in mind, the bredent group is entering into a strategic co-partnership with IMPROIC®, a provider of clinically tested aftercare products for implants, and the German Association for Dental Health, Function and Aesthetics (“GZFA”). These partnerships aim to assist practice teams with standardised tools, content and products and shape the entire implantology supply chain, from initial information to the care of implant-based restorations using a patient-centred approach.

The partnership with the GZFA puts the spotlight on the pre-procedure stage, when patients start to seriously engage with their dental health. The GZFA serves as a neutral information platform for patients that provides cross-disciplinary, evidence-based information which is easy to understand on relevant topics such as implantology, function and aesthetics. This centres on digital prevention formats designed for patients to carry out their own research, provide them with clearly explained specialist information on functional and aesthetic matters, and help them in their search for qualified dental professionals.

Within this platform, the bredent group is positioned as a quality provider of implantological solutions – with its credibility built not on promotional claims but on its role as a reliable partner for sustainable, function-oriented treatment plans. This opens up a strategic communication channel that builds trust, informs patients and empowers dental practices.

Aftercare as the key to long-term success

While the GZFA assists with entering the restoration process, the partnership with IMPROIC® centres on the aftercare stage. Consistent, structured implant care is very much key to preserving implant-supported restorations – an aspect that is not sufficiently standardised in practices. IMPROIC® develops and markets high-quality aftercare products that are specifically tailored to the needs of implant patients. These include antibacterial gels and toothpastes, mouthwash suitable for implants or special care products for regeneration. These clinically validated products reduce bacterial plaque formation, thus promoting long-term preservation of healthy peri-implant structures.

Hygiene Guide for long-term care

The bredent group has also compiled the Hygiene Guide together with IMPROIC®. Designed for everyday clinical use, this practical consultation and training tool guides patients through the aftercare process systematically and provides them with personalised product recommendations, thus improving compliance and simplifying practice management. By combining products with expert guidance, aftercare becomes transparent, reproducible and effective for both the clinic and the patient alike.

Holistic brand strategy instead of individual product communication

The bredent group and its entire corporate strategy are synonymous with sustainability and a holistic approach. This is evident in elements such as integrated care concepts that combine implant systems, prosthetic solutions, digital workflows and structured plans for patient communication and aftercare. The co-branding partnerships with GZFA and IMPROIC® underscore to this objective. Implantology is not regarded as an isolated product solution but as an end-to-end treatment process – from patient information and surgical and prosthetic restoration through to long-term implant care. At its core lies an integrative, patient-centred philosophy that adds value to each stage of care, favours evidence over advertising claims and lightens the workload for clinic teams in their day-to-day communication, aftercare and consultancy work.



Image 1: bredent and IMPROIC®.

IMPROIC® develops and markets high-quality aftercare products that are specifically tailored to the needs of implant patients.

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About the bredent group

The bredent group is an internationally active, family-owned company headquartered in Senden (Bavaria) and has been operating in the dental market since its foundation in 1974. With more than 600 employees, it comprises three specialised business divisions: bredent, bredent medical and Dental Concept Systems (DCS).

The company group develops, manufactures and distributes individual products and system solutions with a focus on implant prosthetics, as well as comprehensive, tailored treatment concepts "Made in Germany". In doing so, the bredent group supports dentists and dental technicians in producing and maintaining functional, aesthetic and affordable dentures.

The bredent group pursues a holistic approach that focuses on practical and durable applications for modern dentistry and dental technology. Our company's activities are based on close collaboration with users and continuous advancement of products, processes and systems.

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