

## Media Release

Schaan, Liechtenstein – 23 April 2018

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### Product news

#### **Ivoclar Vivadent launches new product portal to round off its online services**

**Ivoclar Vivadent has announced the go-live of a new portal. Under the heading of "Highlights", the portal offers dental professionals and laboratory professionals the latest news about the company's products.**

The new online portal is now operational. It complements the well-established and successful Dentist and Dental Technician blogs, which focus on topics and issues concerning everyday work in the dental practice and the dental lab.

#### **Update on new developments**

In the new Highlights portal, not only new product innovations will be presented, but readers will also be provided with the most recent findings from Research & Development to keep them up to date. Dentists and laboratory technicians who subscribe to the newsletter of this gateway will automatically be informed about new publications once per month.

#### **Available in five languages**

Similarly to the existing blogs, the new product portal will be available in the following five languages: English, German, Italian, French and Spanish. The portal features two sections, which are in line with the company's relevant target groups: One section is dedicated to dentists, the other one to laboratory technicians. Both target groups will thus be supplied with relevant information to their profession. Link: <https://highlights.ivoclarvivadent.com>

Caption:

*(Highlights.jpg)*

Fig.: The new Highlights portal from Ivoclar Vivadent

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