

COMPANY PROFILE



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Change, this is the keyword that led us to where we are today.

Lancer is the result of the will to evolve to meet the needs of a constantly evolving market.



Lancer was born from the merger of two successful companies in the dentistry world: Lancer Orthodontics, renowned American brand, active in the orthodontic market since 1967, and Kristal, an Italian company that boasts a few historical brands in the Italian implantology and orthodontics landscape: Bio Implant, PHI and TP Italia.

Lancer Orthodontics and Kristal have grown constantly over time, thanks to the continuous commitment to research and development and to the accurate control

over the entire production process. As a matter of fact, every step from the product design to its manufacturing is handled in our three production sites in Carlsbad, Milan and Mexicali.

For over 50 years Lancer Orthodontics has been globally recognized as the leading company in designing and manufacturing orthodontic products and solutions. The outstanding quality of the products, together with an excellent quality-price ratio and an efficient customer care strengthened the reputation of Lancer as a reliable cutting-edge partner.



LINE

TIMER

1967

Lancer Orthodontics comes to light, positioning itself among the few manufacturers on a global scale producing orthodontic devices used across the globe. Lancer Orthodontics designs, manufactures and markets a wide range of items to satisfy dentists in their daily orthodontic practice.

1982

PHI was born with the aim of producing highly innovative implantological solutions based on scientific research about primary healing. PHI (Primary Healing Implant) was born from an intuition of Doctor G. Vrespa on the concept of "all primary bone repair", studied in orthopedics by Professor R.K. Shenk.

1997

Bio Implant comes to life developing a strong clinical experience in the manufacturing of implant lines through the years, devoting particular attention to concepts of new technology and macrogeometry.

2013

Kristal was founded, acquiring ownership of Bio Implant and exclusive distribution of the orthodontic line manufactured in the USA by Lancer Orthodontics.

2014

Kristal acquires property of two more remarkable Italian orthodontic companies: TP Italia Srl and PHI Srl, renowned in the fields of orthodontics and implantology.

2020

Acquisition of ADM's Laboratory Line.

2021

The merger of Lancer Orthodontics and Kristal gives life to **Lancer Global Dental Partner**

WHO WE ARE TODAY

The union of Lancer Orthodontics and Kristal creates a synergy, in which the result goes beyond the simple sum of elements. Thanks to the tradition and the experience of its brands, today Lancer is a player of great importance in the global landscape of manufacturers of materials and solutions for the dentistry world.

The company positions itself on the market as a true partner of the oral care professionals, offering a wide range of products and solutions and ensuring an efficient and personalized service, devoted to meet the needs of every single client.

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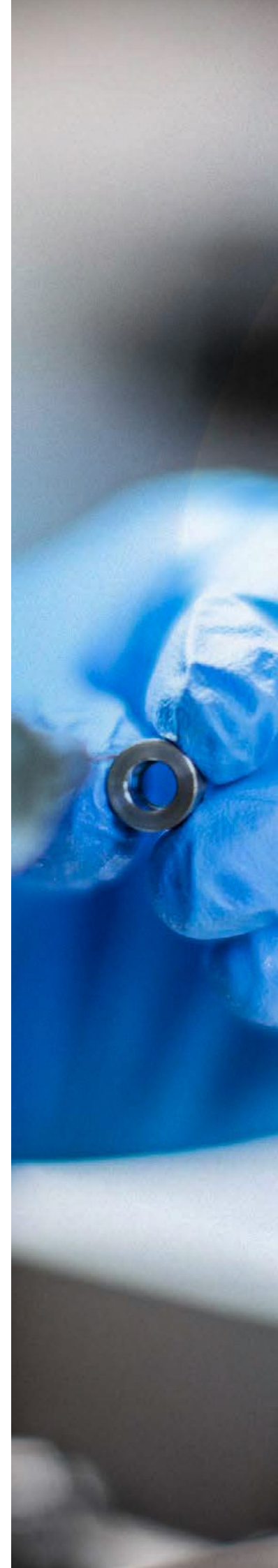
A COMPANY MADE OF PEOPLE



It's the people who drive success in a company, their sense of responsibility, their competences, their dedication to work.



At Lancer we treasure diversity and, at the same time, we research common values: the commitment to be oriented towards the customer and their needs and to ensure reliability in our everyday work and the excellent quality that makes the brand stand out.



WHY GLOBAL DENTAL PARTNER?

GLOBAL

Lancer is a company of international scope. Our offices are located in Milan, Carlsbad and Mexicali, but our sales network allows us to be widespread throughout the world.

DENTAL

The variety of our offer and the strong drive for innovation allows us to fully meet the needs of a fast-moving industry.

PARTNER

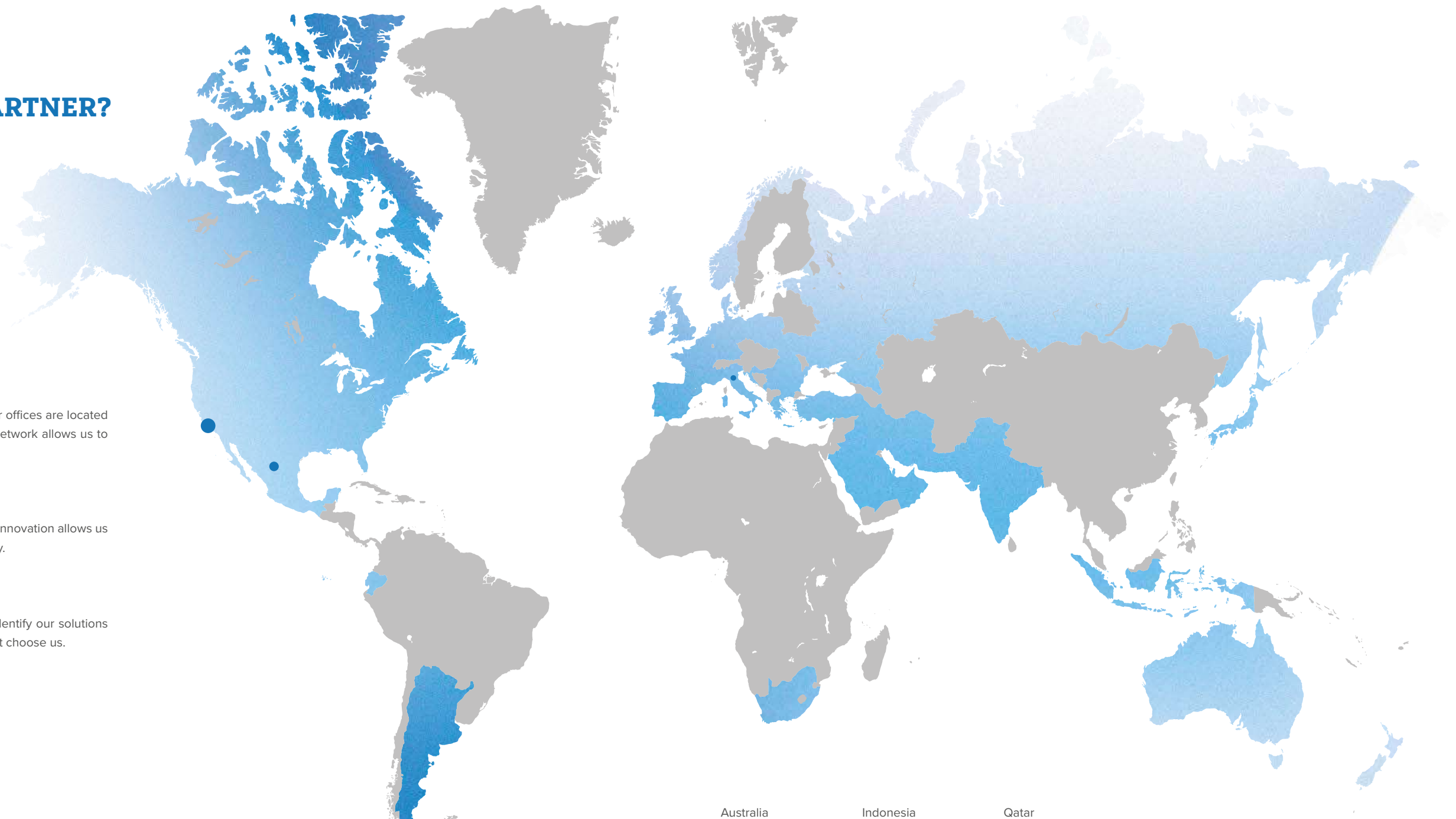
The exceptionally high-quality standards that identify our solutions make us a true partner for the professionals that choose us.

Mission

Being a true Global Dental Partner: we help dentists throughout the world to excel at treating their patients.

Vision

Creating a contest, in which tradition and innovation meet to achieve excellence.



Australia	Indonesia	Qatar
Argentina	Iraq	Romania
Belgium	Iran	Russia
Bulgaria	Ireland	Saudi Arabia
Canada	● Italy	Serbia
Croatia	Japan	South Africa
Denmark	New Zealand	Spain
Estonia	Norway	The Netherlands
Ecuador	● Mexico	Turkey
France	Oman	Ukraine
Germany	Pakistan	United Arab Emirates
Greece	Poland	United Kingdom
India	Portugal	● USA

BUSINESS UNIT

IMPLANTOLOGY

Thanks to the experience of the PHI and Bio Implants brands, Lancer is able to offer a wide range of cutting-edge solutions to the implantologist, suitable to meet any surgical need.



ORTHODONTICS

The Lancer Orthodontics brand remains the fulcrum, around which the project revolves. We maintain the quality and completeness of the orthodontic offer of this historic brand.



LABORATORY

The excellence of a prosthetic work has its roots in the work carried out in the laboratory. With this line we commit to offer innovative solutions to classic dental problems.



DIGITAL SERVICES

The digital revolution is changing the dentistry world. Lancer has created a line of solutions to support professionals who decide to ride the waves of change.



EDUCATION AND TRAINING

We firmly believe in training for the purpose of improving treatments offered by our professionals to their patients. We organize theoretical and practical courses, taught by prestigious speakers.





IMPLANTOLOGY

QUALITY, PRECISION AND INNOVATION

Lancer Global Dental Partner is proud to present its implant lines from the historical brands Bio Implant and PHI. With our state-of-the-art designs and high quality materials, we offer a range of implants that meet every surgical need.

Lancer is fully committed to providing unparalleled customer care to each member of our global network. As such, we take great pride in knowing that each one of our partners, whether they're a small clinic or a major worldwide distributor, receives personalized attention that will ultimately ensure their satisfaction.

Lancer means excellence,
quality, precision and innovation,
supported by a large global
scientific network.



Bio-Implant

Bio-Implant has been a leader in producing dental implants since 1997, putting a strong focus on the technological aspects and the macro-geometry of its devices.

PHI-Implant

PHI was born in 1991 and its goal has always been to produce highly innovative and scientifically developed implants. The PHI (Primary Healing Implant) method enables primary bone repair. Primary bone healing has been studied mainly in orthopedics by Prof. R. K. Schenk of the University of Bern.



Bio-Implant

Bio-Implant dental implants made from Titanium grade 4 with internal or external hexagon connections and Double Acid Etching (DAE) superficial treatment.



CoreV2 Implants

- Internal hexagon connection, single platform Ø3.5
- Platform-switching
- Bicuspid thread
- Root form



K-CoreV2 Implants

- Internal hexagon connection, single platform Ø3.5
- Conical root form
- Atraumatic Apex
- Wide coils
- Ideal for post-extraction
- Ideal for ALL-ON-4 technique



Plus Implants

- External hexagon connection compatible with Branemark
- Platform-switching
- Bicuspid thread
- Root form



KCORE V2 EVO TDE Implants

- Atraumatic surgery
- Conical root form
- Wide coils
- Prosthetic conometric connection 6° identical for all diameters and lengths
- Blasted surface, acidified (MAC) and TiN-coated collar
- Platform-switching with 3 prosthetic components emergency profiles



PHI-Implant

Designed to utilize insertion techniques that preserve hard and soft tissue by eliminating traditional insertion methods (such as High-speed milling, screwing or hammering). PHI method takes advantage of the absence of forcing and of tissue coupling in terms of pressure and tension of peri-implant tissues. This means zero pressure and zero tension.



Conometric hexagon connection Implant (6°)

Conical implant in Titanium Grade 5 with internal hexagon for the submerged technique with two surface variants available: Acid Etched (MAC) or Titanium Plasma-Spray (TPS), both TiN-coated.



Conometric hexagon connection Short Implant (6°)

Conical short implant in Titanium Grade 5 with internal hexagon for the submerged technique with a sandblasted, acid etched and TiN-coated surface.



ORTHODONTICS

RESEARCH, DEVELOPMENT AND INNOVATION

Lancer Orthodontics is recognized as a global leader and trusted partner in the design and manufacture of high-quality, affordable orthodontic appliances and accessories.



At Lancer, our passion for effective orthodontic solutions results in the radiant smiles of doctors and patients on a daily basis. Those who partner with Lancer as their trusted supplier of orthodontic products benefit from more than 50 years of research, development and manufacturing innovations.

Our line of cutting-edge, high-quality orthodontic products is admired by doctors worldwide, and loved by the countless patients who have benefited from their use.



BRACKETS

BUCCAL TUBES

BANDS

ARCHES AND WIRES

ELASTOMERICS

ADHESIVES



EXPANDERS

MINI-SCREWS

EXTRAORAL

INSTRUMENTS

ACCESSORIES

MANUFACTURING SERVICES

Lancer Orthodontics designs and manufactures its orthodontic appliances under a certified quality management system using a variety of manufacturing techniques to ensure the highest quality and functionality.



CNC TURNING



METAL INJECTION MOLDING (MIM)



CASTING



MILLING



CERAMIC GRINDING



BAND AND WIRE FORMING



MICRO SAND BLASTING



WELDING



BASES – Punching and Pre-Punched



SINTERING



HEAT TREATING



SORT AND GAUGE



BRAZING



FINISHING – Dipping, Washing and Tumbling



PACKAGING SERVICES



PRIVATE LABEL PROGRAM





LABORATORY

HIT MODEL AND BREAK AGENT

A precise and correct model is what is needed to be able to achieve the best possible prosthetic work. Lancer's Laboratory offers a line of products that allow the dentist and the technician to do the most accurate job.

High-precision polyurethane resin for master models and removable abutments

The main feature of the HIT MODEL resin is that, due to its chemical composition, once hardened, it does not show any changes, even if it comes into contact with water during its processing (squaring, washing the model, etc.); furthermore, the models obtained with the resin are UNBREAKABLE.

There are several types of resins on the market: the most common are epoxy and polyurethane resins which are similar but not identical in terms of physical properties, technical features, ease of use and achievable accuracy.



Hit Model

Extra hard polyurethane resin for master models

Two-component polyurethane resin filled with inert fillers. Specific for master models, implant models, inlays, copper rings in thermoplastic paste.

It can be used on impressions taken with silicones, alginates (dry), polyethers and polysulphides. With polyethers and polysulphides (Permadyne, Permlastic, Impregum) the impression must always be isolated with the special NEW BREAK AGENT release agent.

Break Agent

Release and insulating spray for dental technicians

New Break Agent is indispensable for the isolation of impressions taken with polysulphide polyethers from polyurethane resin.





DIGITAL SERVICES

INNOVATION, PRECISION AND SAFETY

We believe that digitalizing the Dental Practice means offering more efficient performances for patients.

Thanks to the use of digital programming software technologies for guided surgery, intraoral scanner and innovative CAD-CAM prosthetic components, we are able to offer a wide range of solutions that can be combined or approached singularly, when necessary.

We have chosen to collaborate with some of the most dynamic and innovative companies to offer our clients the best options on the market to support our products.

Digitalizing a Dental Practice means taking all the clinical decisions during the planning phase and being ready during surgery, taking the risk of error to its lowest.

Surgery and digital prosthetics are dentists' best support in the implantological treatment of their patients.

Lancer means excellence, quality, precision and innovation supported by a large global scientific network.



Innovation

Our digital services aim at offering an impeccable support to the dentist and the dental technician.

Precision

To integrate technology with the Dental Practice means to obtain a more precise and predictable result.

Safety

The highest quality and safety standards for the dentist and the patient.

GUIDED SURGERY

Personalized guided surgery through a programming software.

Lancer Implantology takes advantage of MediaLab ModelGuide's software (Bionova) for guided surgery.

YNDETECH MILLING CENTER

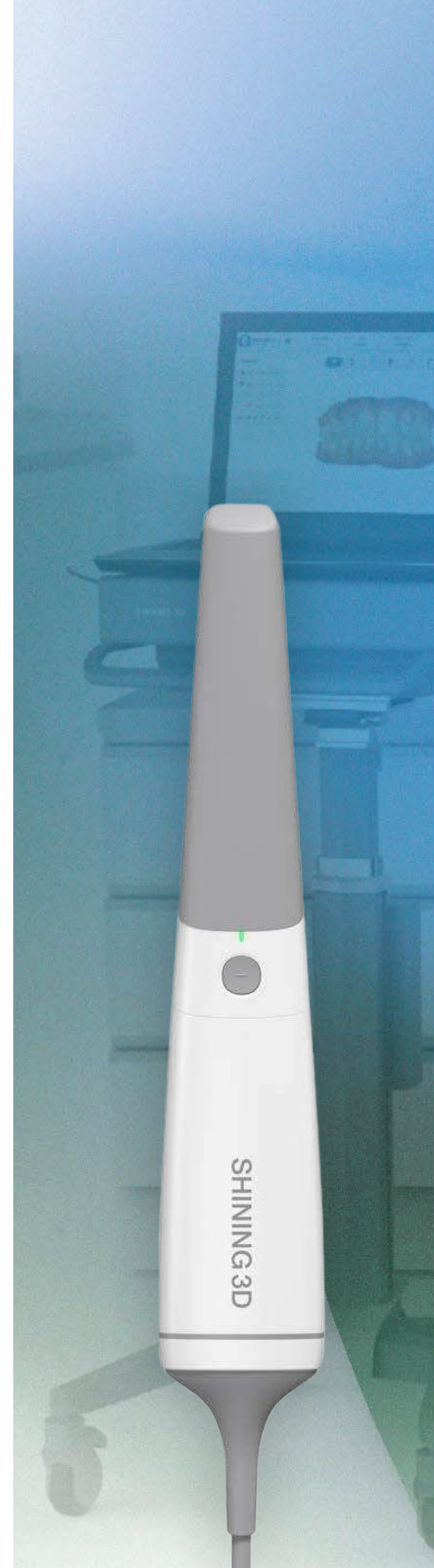
Precision and excellence for the dentist the CAD-CAM technologies.

We work with Yndetech Milling Center to produce prosthetic elements. Their philosophy focuses on maximum precision and excellence of the materials used..

AORALSCAN 3

We enhance a highly efficient digital chairside solution.

Exceptional, smart and elegant, the intraoral scanner Aoralscan 3 improves the general clinical experience. It allows who uses it to easily acquire a vivid digital impression in an accurate and fast way.





EDUCATION AND TRAINING

GROW, DISCOVER, INNOVATE

The new Education and Training Center aimed at offering all the clinical and management tools to support Dentistry's activity.

Lancer Education and Training offers a complete program in the field of Implantology and Orthodontics, disciplines that made us stand out worldwide as direct manufacturers.

Since 2021 we have started an innovative training path on obstructive sleep apnea syndrome, how to intercept the patient affected by OSAS and the efficacy of the dental treatment.

Lancer offers a full-fledged path for Dentistry, that starts from education through diagnosis and goes all the way to dental treatment.

**Lancer means excellence,
quality, precision and
innovation supported by a
global scientific network.**



EDUCATION AND TRAINING

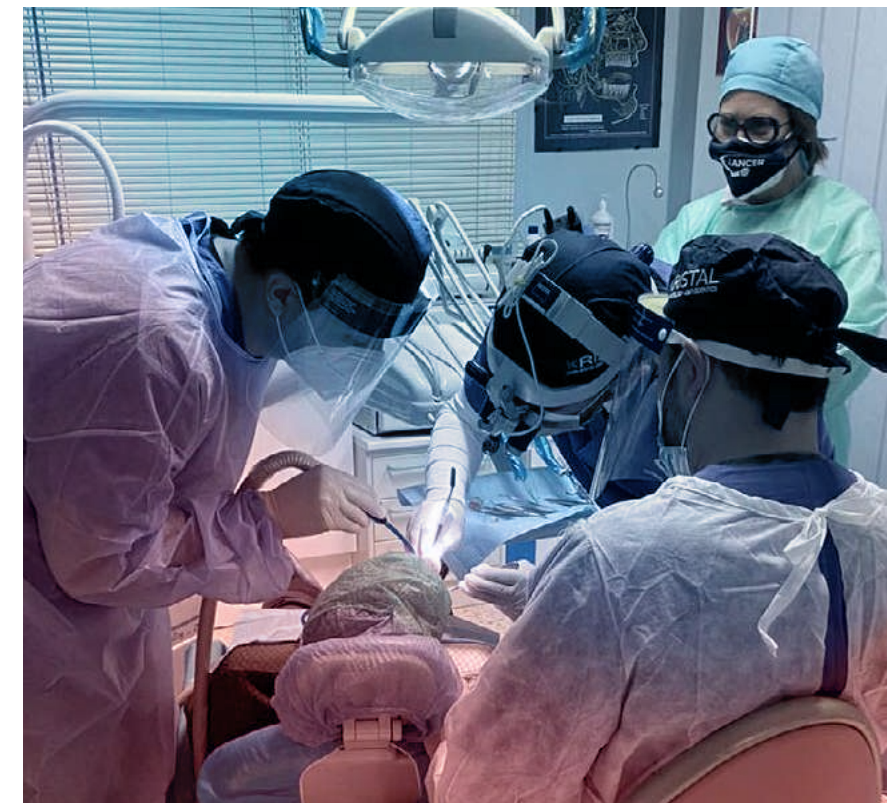
Continuous training is not only mandatory for professionals, but represents a true differentiating factor in the eyes of the patient.

For this reason, we decided to offer a wide plan for professional education and updating.

Our commitment:

- Completeness and variety of topics – continuous educational paths on implantological surgery, orthodontics and sleeping disorders
- Theory and Practice – face-to-face training and practice on patient
- Excellent and accurately selected speakers
- ECM accreditation – all participants to Lancer's courses are entitled to a distance course

Discover
all Lancer
courses



OUR COMMITMENT

Our products are manufactured under a stringent quality management system compliant with the latest international laws and regulations that govern the manufacture of medical devices.

These include the US FDA's Current Good Manufacturing Practices 21 CFR 20, the European Medical Devices Directives 93/42/EC (as amended), and the latest revision of ISO 13485 – Medical devices – Quality management systems – Requirements for regulatory purposes. Lancer's dedication to quality gives our customers the assurance that they will receive products of consistently high quality, with increased assurances that their individual needs and expectations will be met.

Lancer is proud to be an original member of the prestigious Orthodontic Manufacturers Association (OMA), and is also an active member of the American Association of Orthodontists and the American Association of Orthodontists Foundation (AAOF). These memberships allow Lancer to keep its finger on the pulse of the orthodontic industry's latest trends, and to develop products that result in long-lasting, trusting relationships with our loyal customers around the world.



Our products are manufactured under a stringent quality management system compliant with the latest international laws and regulations that govern the manufacture of medical devices.

Scan the QR code to download the documentation:

ORTHODONTICS



IMPLANTOLOGY



LANCER GLOBAL



ITALY

Via T. Edison 14
20090 Trezzano sul Naviglio MI
Direct Line: +39 02 4453401
info@lancerglobal.com

USA

2726 Loker Avenue West
Carlsbad, CA 92010 (USA)
Free: (800) 854-2896
Direct Line: (760) 744-5585
info@lancerglobal.com

MEXICO

Calle Saturno 20, Pimsa I
21210 Mexicali, B.C., México
info@lancerglobal.com