



# 10 years INITIAL: the birth and evolution of a highly innovative class

By MDT Michael Brüschen

The Initial Ceramic line is celebrating its 10 year existence this year, with success by the millions and, above all, countless enthusiastic devotees.

The idea of such a ceramic range was obviously born much earlier. In late 2001 a very small team of experts, comprising five representatives from industry and dental technology, came together with the aim of gauging the possibilities for a new, all-embracing ceramic system. At the time, the prevailing European dental market

was already more predatory than a growth market, so a highly exceptional concept was called for.

Meticulous analysis of the veneering ceramics market revealed a shortcoming of all the ceramic materials hitherto developed: they were not suitable for universal use. There was no ceramics manufacturer at that time providing dental technicians with a system for all possible framework materials (MC,AL,ZR,LT,ITI, etc.) that was cohesive, practical and, above all, user-friendly.





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