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FONA
CLOSER TO YOU

COMPANY PROFILE



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ABOUT FONA



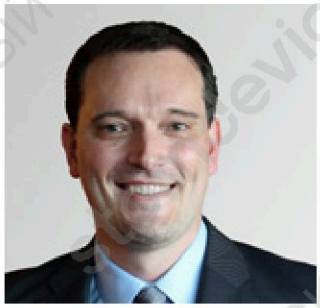
We are an established global dental equipment company. Through decades of experience and deep understanding of the dental profession, we deliver complete, reliable and accessible solutions. Regardless of country or specialisation, every dentist can find a fitting solution in FONA today.

As our knowledge and expertise grow, so does our range. Our international team is constantly on the move, meeting partners and dentists, so we can understand their needs and develop products that support and enhance their daily work.

Every dental solution you need, FONA.

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LEADERSHIP



JÜRGEN KIESEL

General Manager FONA

In the dental industry since 2003.



NHON HOLL-TRIEU

General Manager FONA China

In the dental industry since 2013



FELICE GRANDINI

General Manager FONA Italy

In the dental industry since 1999

VISION AND MISSION



VISION

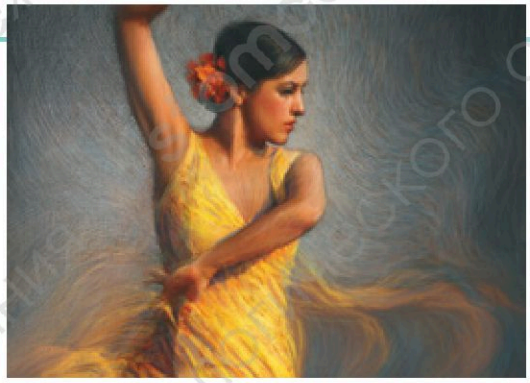
Everyone around the world deserves a happy and healthy smile, we will make it a reality.

MISSION

Our patients, dentists and partners are inspiring us every day. With all our knowledge, passion and experience, we provide complete modern dental solutions to improve global dentistry.

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VALUES



PASSION

We are passionate about what we do.

We look at the bright side of life. We inspire others to push their limits. We love what we do, because we know, that at the end of the day, we are helping everyone get happier and healthier.



CARE

Every one matters.

We care for our customers, colleagues and environment. We are watching after one another, because together we can achieve more, go further and aim higher. We take care of ourselves. We promote a healthy lifestyle and well-being, as we believe that a healthy work-life balance is important to happiness, and happiness is a fuel to do better and greater things. That's what makes us different.



OPEN MIND

We are open to new ideas, diversity and welcome change.

We respect each other and welcome diversity no matter the culture, race, colour, religion (creed), gender, age, national origin (ancestry), disability, marital status or sexual orientation of the individual. We welcome change, because we believe openness gives us insight, which we use to create better products for our customers every day. We don't judge, but carefully listen to understand better.

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CREATIVITY

We think out of the box.

If everyone is doing it, it does not mean it's the only way. We are curious, ask questions and look for smart solutions. We educate ourselves and inspire ourselves to stay creative and do things differently. We love innovation.





INTEGRITY

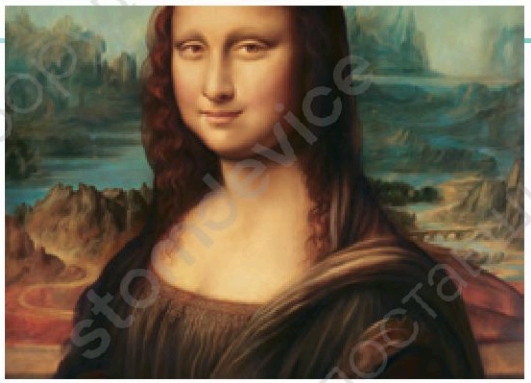
We believe in trust and honesty.

We believe that we have "nothing to hide" from our customers, business partners and employees. By being honest, we build trust. We know that to err is human, and we are ready to admit our shortcomings. We learn from them, because they make us stronger. We are authentic – the FONA face you meet every day is the same, whether you are a customer or an

STRIVE FOR EXCELLENCE

We continuously develop ourselves.

We are professionals in our own fields. We study, acquire new skills and help others with their development. We keep our promises and deliver results. We are delivering excellent products, services and spirit looking our best – representing FONA in a professional way with a smile on our face.



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LOCATIONS

BRATISLAVA

Slovakia

Our headquarters are based in Bratislava, Slovakia. The space of 1,100 square meters is comprised of a modern spacious showroom, displaying the complete FONA product portfolio, training rooms, modern lecture rooms and our HQ offices. We often welcome international visitors and conduct product educations on-site.



ASSAGO

Italy

This is the FONA factory where extraoral and intraoral imaging products are made. The facility is 2,700 square meters large and features superior production line, R&D testing lab, large warehouse, training rooms and local offices. There are frequent international visits and trainings organised on-site.



GUANGZHOU

China

The facility, where Durion, FONA 2000 L and 1000 S treatment center lines are produced, is 15,000 square meters large and includes a state-of-the-art industrial production line with several quality checkpoints, dedicated R&D testing lab, spacious warehouse, stately showroom, large training room, modern offices and outdoor green zone for FONA employees and visitors to enjoy.



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OUR HISTORY

2010
Foundation of FONA Headquarters in Bratislava (Slovakia)

2011
Introduction of FONA to international markets at IDS 2011. Launch of Imaging products. Starting to build international sales network.

2012
Launch of: Instruments, ScaNeo, Intraoral Sensors, DAC, Art Plus

2013
Launch on IDS 2013: 2000 L, XPan 3D, XDC, Low speed Handpieces. New Corporate design.

2014
New factory in Italy with state-of-the-art production lines

2014
FONA 1000 new generation

FONA establishes

2015
New factory in China (Guangzhou) with state-of-the-art production lines

2015
Launch of FONA class B Steriliser, High resolution sensor Stellaris

FONA market

2016
Launch of Durion & Campeon, XPan 3D Plus & new Intstrument Line

2017
Lunch of MyCrown, Stallaris 3D, Enduro & Aquamarine

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FAST FACTS

3 SITES
SLOVAKIA,
ITALY, CHINA

100 DISTRIBUTION
PARTNERS

293 EMPLOYESS

2011 STARTS
OF FONA



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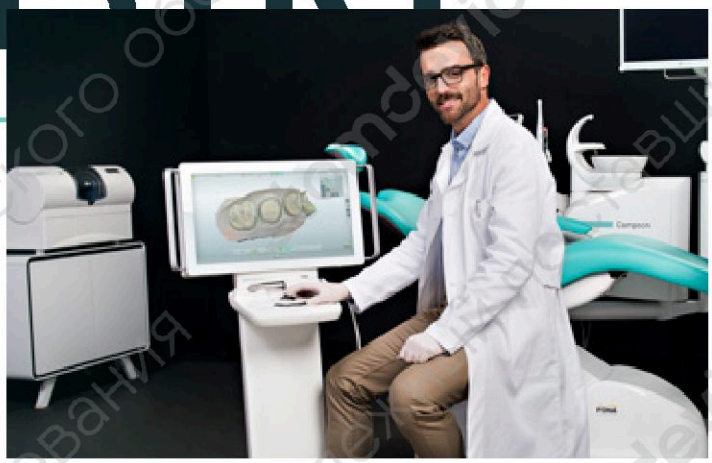
BUSINESS UNITS

TRADITIONAL DENTISTRY



Traditional dentistry runs in our veins. FONA started with treatment center production and we can now proudly say we know how to create a dental chair that fits the requirements of almost every dentist. Over the years, as our expertise developed, we expanded to instruments, hygiene intraoral x-rays and laser to complete our portfolio.

DIGITAL DENTISTRY



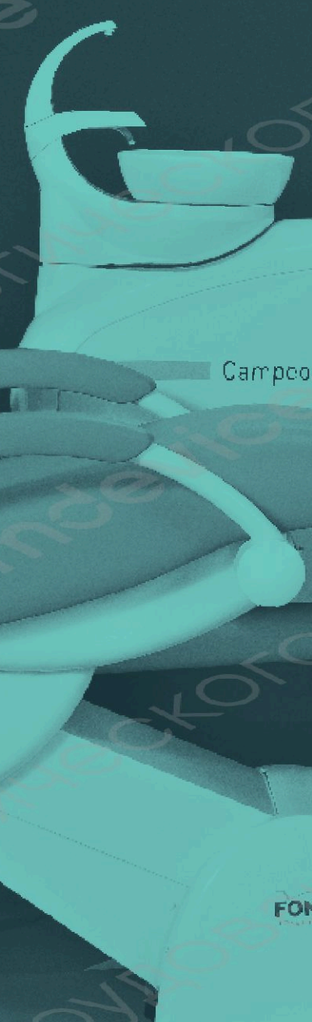
Digital dentistry has greatly improved patient care and effective treatment planning. Making this technology accessible has been our mission since our imaging factory first opened its doors. As a result of our hard work, we now offer a complete imaging portfolio, including extraoral systems, intraoral imaging and a complete chairside CAD/CAM system.

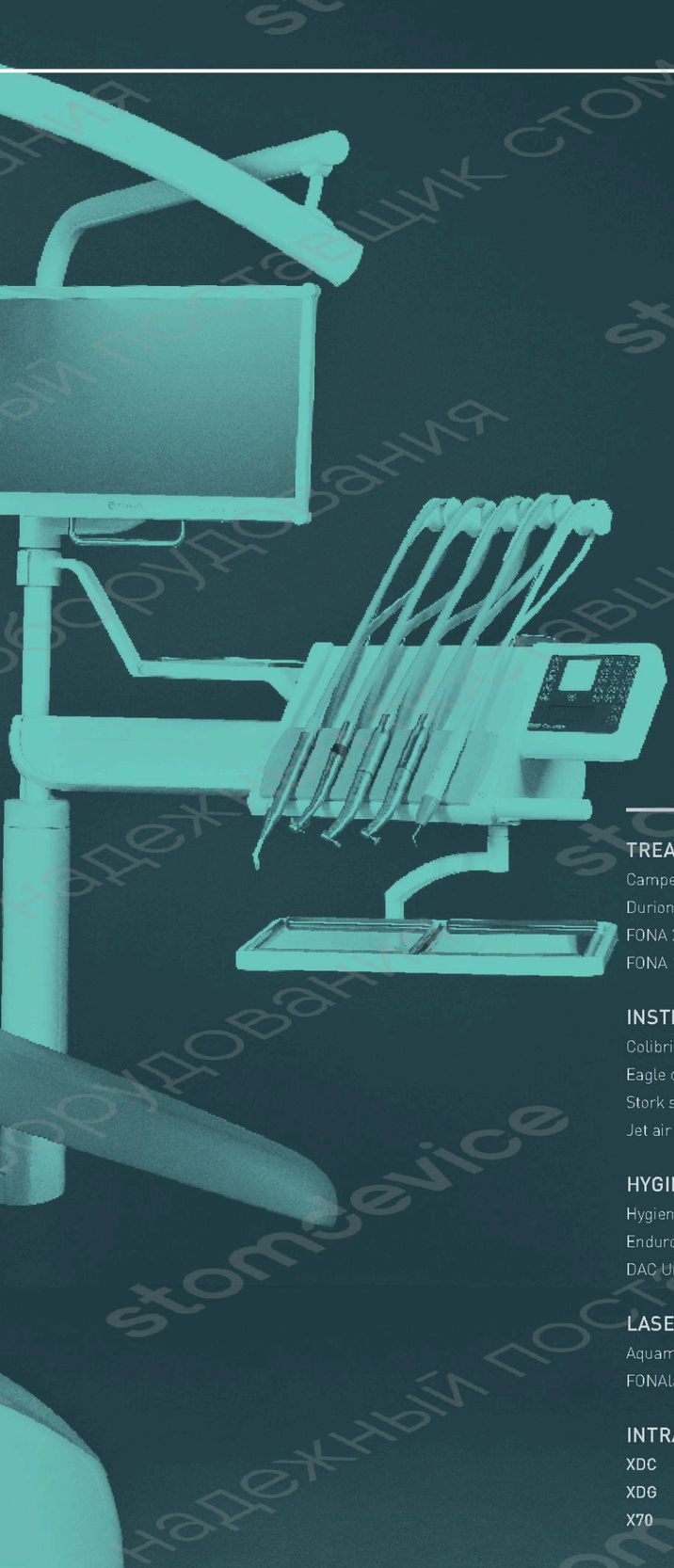
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TRADITIONAL DENTISTRY











TREATMENT CENTERS
Campeon
Durion
FONA 2000 L
FONA 1000 S

INSTRUMENTS
Colibri turbines
Eagle contra-angle handpieces
Stork straight handpieces
Jet air motors

HYGIENE
Hygienus
Enduro
DAC Universal

LASER
Aquamarine
FONAlaser

INTRAORAL X-RAYS
XDC
XDG
X70

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TREATMENT CENTERS

Our treatment centers are an integral part of our portfolio. Each of our models, with its unique design, features and functions, caters to dentists' needs and workflow. From the standard hanging hose or whip arm dentist elements, advanced assistant elements to a left-handed use treatment center, we have a solution for even the most demanding dental professionals.



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Campeon

Tailor-made to Fit Your Needs

An elegant and highly advanced treatment center, created to meet the expectations of even the most demanding dental professionals. With emphasis on finishing and details and latest technology options, Campeon is truly a champion in its field.



Durion

Designed to Perform

Durion is a new generation treatment center developed from concept to final product with the dentist and patient in mind. Following years of tradition and experience in the dental industry, Durion was designed by German experts with comfort and efficiency in mind.



FONA 2000 L

The Beauty of Ergonomics

FONA 2000 L combines enhanced ergonomics with stylish design and patient comfort. The modular concept offers great flexibility in configuration to meet your exact requirements. Equipped with a brushless motor and complete hygiene solution, it is the ideal choice for any dental clinic.



FONA 1000 S

Reliability without Compromise

The new generation of FONA 1000 satisfies all needs of a modern dental clinic. You can choose the perfect fit for you. Featuring smooth workflow, excellent ergonomics and steady performance, it is a truly reliable partner.



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INSTRUMENTS

Every dentist needs instruments he can trust to practice his vocation. We wanted to create handpieces that are light, easy to maintain and would withstand the test of time. Thus, we designed tools to aid in the challenges dentists face every day.



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Colibri turbines

Reliable, powerful and quiet, Colibri Turbines come with integrated patented AeroDynamic brake system, ceramic bearings and offer an excellent power-to-size ratio.



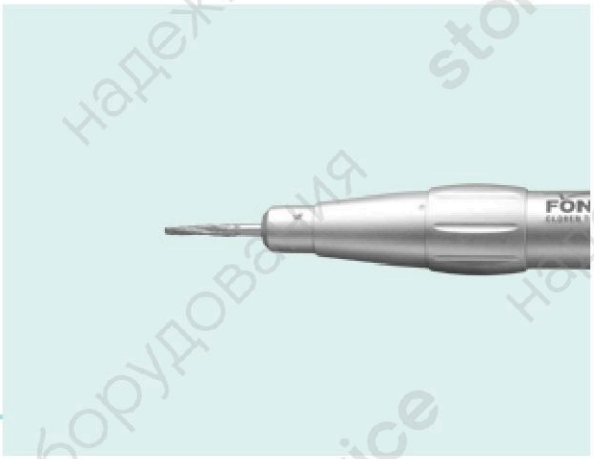
Eagle contra-angle handpieces

Eagle contra-angle handpieces are designed to the latest ISO norm with speed up to 200,000 rpm and provide a reliable solution for your daily needs.



Stork straight handpieces

One of the few straight handpieces available with light for perfect illumination of the grinding and finishing spot, Stork handpieces are the perfect tool to master your prosthetic work.



Jet air motors

Jet air motors are designed for lasting performance. With forward/reverse switch and external cooling they are the perfect solution for dentists and dental students.



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HYGIENE

Excellent hygiene is essential for every dental office. Ensuring patient and dentist safety is paramount for the smooth running of any clinic. And maintaining clean and sterilised instruments is key. We considered these needs and went one step further – we also wanted to save operating time, essential in any field of work, which is how we created our hygiene line.



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Hygienus

High Class, Safe, Reliable – Simply Genius

Hygenius B class steriliser brings reliable results with highest safety. Protect yourself, your staff and your patients with this must-have device. Available in 2 volume capacities, it is the perfect solution for both small and larger clinics.



Enduro

For Dependable Handpiece Maintenance and Lubrication

Enduro is your reliable partner for clean and lubricated handpieces when you need them. Completing the process in one minute, it ensures maximum efficiency with limited effort. Thoroughly removing debris and lubricating all moving parts, it ensures your handpieces will work properly and last longer.



DAC Universal

The Ultimate Hygiene Solution

DAC Universal is a combination autoclave that cleans, lubricates, sterilises and dries handpieces, contra-angles, turbines and solid instruments, both wrapped and unwrapped. A fully automated process with better, faster and safer results that brings greater productivity to your dental clinic and more safety to your staff and patients.



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LASER

Laser opens new possibilities in dentistry. The range of treatments that this single device can perform make it versatile and immediately useful for every clinic. Used alone or in a combination with traditional procedures it saves time and adds to patient experience.



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Aquamarine

A New Level of Cutting Efficiency

Introducing Aquamarine – the diode laser which allows you to work with more precision and efficiency. Treatment is faster, more focused on the affected area and comfortable for the patient. With the wide range of procedures it can perform, Aquamarine quickly becomes a valued asset to your clinic.



Fonalaser

A New Standard in Dentistry

Laser opens new possibilities for your dental practice. With FONALaser, you can perform wide range of treatments in soft tissue surgery, periodontology, endodontics, germ reduction, pain treatment and whitening.



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INTRAORAL X-RAYS

Modern dentistry goes hand in hand with detailed images for confirmed diagnosis. Today, patients expect to see the problem and discuss the most appropriate treatment plan. Quite often, it is localised, so a fast and clear intraoral image is the most efficient solution. A focused x-ray is a necessary addition to achieve an image immediately available to work with.



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XDC

The Perfect Choice for Demanding Professionals

This state of the art DC device with its modern design will fit perfectly into every dental studio and has the flexibility to produce an excellent image in all dental clinical cases. Its technology fulfils the highest standards for low dose digital imaging and with three presets, for all receptor types, it is universally usable for digital sensors, phosphor plates or film.



XDG

The Proven Choice of Dentists Worldwide

Thanks to the finest focal spot of 0.4 XDG delivers sharp images with optimal details regardless if a digital sensor/scanner or film is used. It delivers high image quality even in the most demanding working conditions, both with high resolution receptors and finest grain films.



X70

Designed for Ease of Use

Built-to-last unit with easy to use control panel for intuitive program setting, stable image quality and affordable price. Its automatic correction for mains voltage fluctuations, full protection against tube over-heating with accurate cool-down procedure, and improved safety features make X70 a reliable imaging companion for years to come.



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DIGITAL DENTISTRY



CHAIRSIDE CAD/CAM
MyCrown

EXTRAORAL IMAGING
Stellaris 3D
XPan 3D Plus
Art Plus & Art Plus C
XPan DG & Xpan DG Plus
XPan & XPan Ceph

SENSORS AND SCANNERS
Stellaris
CDRealite
CDR
ScaNeo

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CHAIRSIDE CAD/CAM

This is one of the most exciting and fast-developing areas of dentistry. The technology allows to precisely measure the area of restoration and create it in one visit. Allowing dentists to take full control of the restoration, provide more efficient care for their patients and add a new category of services, CAD/CAM technology is rapidly growing and quickly gaining popularity in the community.



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MyCrown

Beautiful Crowns and More in One Visit

A complete chairside CAD/CAM system allowing to create crowns and more in a single patient visit. Fully integrated, fast and precise solution which elevates your dental practice to a new level. Intuitive operation and latest technology allows fast, convenient restorations with lasting results.





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EXTRAORAL IMAGING

Extraoral images are used when there is need to visualise large areas of the jaw or skull to the patient and simultaneously diagnose the problem to ensure correct treatment is administered. We have developed units for 2D and 3D, panoramic and cephalometric images to suit any clinic and dentist's needs.

Stellaris 3D

The Multi-Field-of-View Device Perfect for All Your Needs

The complete and compact fully upgradeable 3D CBCT, Panoramic and Cephalometric system covers a full range of applications – from endodontics, surgery, implantology to orthodontics – everything you need in your daily practice.



XPan 3D Plus

The Ultimate Diagnostic Solution

FONA XPan 3D Plus combines Cone Beam CT, Panoramic and One-Shot Cephalometric imaging functionality in one compact device. It is the ultimate solution for everyone who wants to perform full range of radiographic exams with a single system. Switching between sensors is done automatically, without need of manual handling, thus saving your time and securing your investment.



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Art Plus & Art Plus C

Premium Technology for Superb Quality

Art Plus & Art Plus C (with cephalometric arm) are both advanced digital panoramic systems with the latest premium CdTe-CMOS sensor technology. They combine extraordinary image quality, sharpness and contrast with advanced diagnostic tools. Due to the special sensor technology, and continuous autofocus function, the Art Plus line always delivers properly focused images, in both Pan and Pan Ceph version.



XPan DG & XPan DG Plus

The Efficient Digital System

XPan DG and its Ceph version XPan DG Plus are the perfect choice for everyone searching for high quality digital panoramic and cephalometric system. Offering the benefit of easy operation, quick positioning, comprehensive program range and reliable performance, both units produce high image quality and tissue resolution.



XPan & XPan Ceph

A Traditional Solution

FONA XPan & XPan Ceph are traditional units with a flat cassette for film processing or storage phosphor plates for scanners. They are compact and reliable units available in panoramic and cephalometric versions. Imparted dose is optimized during the exposure and advanced technology of cooling minimizes waiting time, even at very busy workplaces.



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SENSORS AND SCANNERS

Intraoral imaging is one of the most common x-ray diagnostic methods used today. It is often a preferred method due to the lower radiation dose, excellent contrast and level of image detail. Available almost immediately after exposure to diagnose and share with the patient, it is a truly practical device for each dentist to have by their side.



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Stellaris

Going Beyond Extraordinary Intraoral Imaging

You can rely on Stellaris to deliver even the tiniest of details, giving you the confidence in diagnosing clinical cases. Thanks to the advanced CMOS-APS sensor and Cesium Iodide conversion plate, images acquired with Stellaris are rich and detailed.



CDRelite

Outstanding Image Quality and Long-term Durability

CDRelite, designed by Schick, was developed with input from the world's largest digital intraoral radiography customer base plus one of the most extensive field testing programs to make sure it meets your needs. The result is a product delivering excellent image quality, ease of use and long term durability.



CDR

Reliable Quality Image Every Time

CDR is a proven intraoral sensor with tested lifetime of over 400.000 X-ray exposures. It delivers high quality images right on your computer screen, with just a fraction of the radiation of traditional film X-rays. Available in three sensor sizes, it will be your perfect partner in day-to-day diagnostics.



ScaNeo

Excellent Radiographic Images Quickly and Easily

ScaNeo can be used either chairside or centrally located to serve multiple treatment rooms without any limitation in the number of users. It is intuitive to operate, while the phosphor plates are comfortable for the patient. ScaNeo brings all the advantages of digital imaging with a familiar film-like acquisition process.



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PRODUCTION LOCATION

MADE IN EUROPE



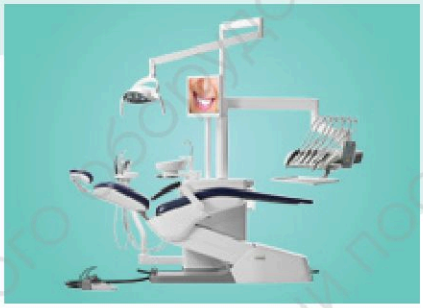






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MADE IN CHINA



MADE IN USA



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CLOSER TO YOU

We believe that the best way to showcase, improve and deliver products that will satisfy our dentists' needs is to let them experience and use our products, and then listen, to find out what they need. This is why we strive to attend and organise as many exhibitions, events and trainings as we can. We believe that this is the best way to get closer to our customers and understand their needs.



EXHIBITIONS

We are very passionate about exhibitions. We make sure we are present at all major events around the world and more. Our international team of sales representatives and product specialists are constantly on the move, representing our extensive portfolio, meeting distributors and dentists. We believe exhibitions are a great way to see and experience the range.

EVENTS & TRAININGS

One of our main aims is to always be closer to our customers. We vigorously work to achieve this by organising partner meetings, local educations and trainings. Our goal is to make sure they know not only what our products do but also how to use them to get the maximum benefit.

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FONA – Every dental solution you need

Through decades of experience and deep understanding of the dental profession, we deliver complete, reliable and accessible solutions. Regardless of country or specialisation, every dentist can find a fitting solution in FONA today. As our knowledge and expertise grow, so does our range. Our international team is constantly on the move, meeting partners and dentists, so we can understand their needs and develop products that support and enhance their daily work.

Advanced dental technology

DIGITAL DENTISTRY



CHAIRSIDE CAD/CAM



EXTRAORAL IMAGING



INTRAORAL IMAGING

TRADITIONAL DENTISTRY



TREATMENT CENTERS



INSTRUMENTS AND LASER



HYGIENE

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DISTRIBUTOR

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