

German Dental Company Awarded with the Baden-Württemberg Innovation Prize

**Digital wins: Renfert receives recognition for its innovative 3D Video Microscope**

Focus on the patient, attention to quality: Renfert GmbH received special recognition for its new video microscope with 3D technology as part of the Baden-Württemberg Innovation Award. The medium-sized company from Hilzingen received an award for its new EASY view 3D – an innovative dental microscope, that not only improves working conditions for the dental technician, but also enables fast communication between laboratory and practice, as well as a higher level of precision and fitting accuracy in restorations for patients.

“The dental technician’s job has become increasingly demanding and complex. In line with the increased requirements, we regularly question our products and make sure we develop new equipment according to our motto ‘Making work easy’”, explains Sören Hug, Managing Director of Renfert, after the award ceremony at the end of November at the “Haus der Wirtschaft” in Stuttgart. For more than 90 years now, this medium-sized, family-owned company, with 200 employees and main headquarters at Hilzingen at Lake Constance, has been busy researching and developing sustainable and innovative products for and with dental technicians and dentists. This acknowledgement and prize from the state of Baden Württemberg for the new EASY view 3D is not solely the credit of Renfert, but also from all those involved in the development process, including the users, Hug continued.

**Accurately fitting dental restorations thanks to the new 3D technology**

The award-winning EASY view 3D is the first dental video microscope with 3D monitor and glasses, which allows dental technicians to work with precision whilst sitting comfortably and in an upright position whilst creating digital photos and video sequences in Full HD quality. This high-performance system, which can be updated, enables fast communication about dental technical objects with dentists and other colleagues – both directly at the monitor and via a virtual network. In addition, this device can also be used for training and presentation purposes as well as quality control and documentation within the laboratory.

In short: The EASY view 3D is versatile due to its modern, innovative technology and can be integrated perfectly – for an optimal digital workflow and accurately fitting dental restorations. “A product can only be innovative if it is accepted by the market or fulfils a demand or requirement at the right time”, explains Sören Hug and continues: “The official recognition of our work, which in this case is particularly important to us because the Dental Viewer is a new area for us, shows that we understand the signs of the times – namely, the union of high product quality, safety and precision combined with more working comfort and ease”.



making work easy

*Since 1985, the Baden-Württemberg Innovation Award (Dr.-Rudolf Eberle Prize) has been awarded annually to small and medium-sized businesses from industry, crafts and technology for exemplary achievements in the development of new products, procedures and technological services or for the implementation of modern technologies in products, production or services.*

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