



# Replacement Program

Beginning January 1, 2011 Implant Direct Sybron International will issue a product credit equivalent to the replacement cost of a failed implant for its customers who have placed at least 75% of the dollar value of their purchases online during the preceding 6 months from the date warranty claim is requested. The offer only applies to implants that fail on or after January 1, 2011, remain in bone for at least 7 days and require removal up to 5 years following placement.

Implant Direct sells a full line of compatible implants and abutments for Nobel Biocare's Replace tri-lobe implants, Zimmer's internal-hex implants and Straumann's tissue level implants. In an attempt to discourage their customers from taking advantage of cost savings and design advantages of Implant Direct's compatible components, these three publicly traded companies, which represent more than 50% of the global implant market, have posted warnings on their websites that any use of competitor's abutments with their implants will void their warranty. The practice of trying to lock in sale of one product to the sale of another appears to be similar to "Tying, Bundling and Loyalty Discounts" that are considered antitrust violations in some industries.

Implant Direct will provide a **free replacement implant and abutment for a failed Nobel Biocare, Zimmer or Straumann implant** used with an Implant Direct abutment if the respective company refuses to honor its warranty for that reason. **Plus additional \$500 product credit** will be issued if the failed competitor implant was not loaded prior to achieving osseointegration. A very small percentage of non-immediate load implant failures occur prior to abutment attachment so there is no justification for such refusal other than the desire of these companies to intimidate customers into buying overpriced abutments.



# Claim Instructions

## To submit your form online:

1. Open the link to the Customer Feedback/Product Complaint Form
2. Complete the form in its entirety making sure to check the box marked 'Warranty Claim'
3. Attach one x-ray documenting the date of implantation and one x-ray displaying implant explanation or send x-rays to:  
**Implant Direct Sybron Manufacturing**  
**"Regulatory Affairs"**  
**Attention: RMA #-Complaint#**  
**3050 E. Hillcrest Dr.**  
**Thousand Oaks, CA 91362**
4. Click Submit

## To submit your form by mail (for those clinicians who do not have access to digital x-rays):

1. Open the link to the Customer Feedback/Product Complaint Form
2. Print form
3. Complete the form in its entirety
4. Mail completed Customer Feedback/Product Complaint form, one x-ray documenting the date of implantation and one x-ray displaying implant explanation to:  
**Implant Direct Sybron Manufacturing**  
**"Regulatory Affairs"**  
**Attention: RMA #-Complaint#**  
**3050 E. Hillcrest Dr.**  
**Thousand Oaks, CA 91362**