

SALES NEWS

INFORMATION FOR THE DENTAL TRADE

SEPTEMBER 2005

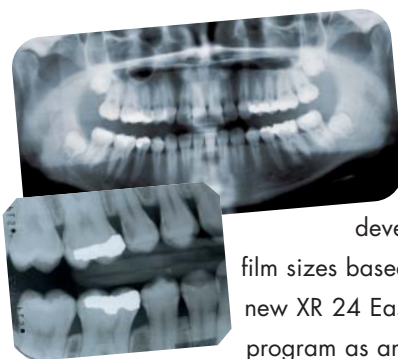
Market launch of the Dürr XR 24 Easy

New X-ray developing machine available from September 2005

Consistently perfect image quality, consistently simple handling – The XR 24 Easy builds on the success of the XR 25 S!



Capitalize now on the new sales prospects in X-ray film development and enhanced efficiency in this future-oriented field of business!



Reflecting its policy of continuous development Dürr Dental now presents a platform strategy for X-ray film

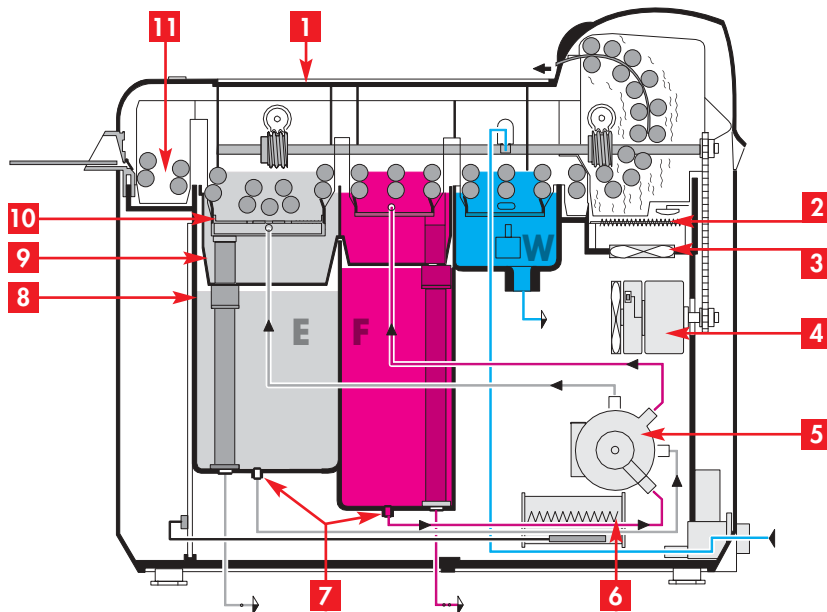
development of all dental film sizes based on the XR 24! The new XR 24 Easy rounds off the program as an economical alternative

to the XR 24 Pro. Constructed from high-quality components from the XR-24 series, the XR 24 Easy is a further development of the XR 25 S which is to be discontinued as of now apart from spare parts. The new XR 24 Easy brings benefits for both dentists and the dental trade!

- ▶ Consistently perfect diagnostic image quality
- ▶ Saving of time in installation and maintenance
- ▶ New components from the XR-24 series make repairs and servicing easier
- ▶ Focused marketing based on the XR-24 series with correspondingly intensive training measures, slim stocks part system and a more flexible range of offers

Market launch of the Dürr XR 24 Easy

Check out the detail to see what advances the XR 24 contains!



Innovations in the XR 24 Easy compared with the XR 25 S – high-quality components of the XR-24 series

- 1 Cover and control keypad
- 2 Dryer heater and thermostat
- 3 Fan
- 4 Geared motor
- 5 Rotary pump
- 6 Continuous flow heater
- 7 Hose nozzles and piping
- 8 Tank
- 9 Bath
- 10 Sealing lip strip
- 11 Roll package for film intake

XR 24 Easy – perfect X-ray film development in the practice

- ▶ Fully automatic development of all dental films and sizes in 6 minutes
- ▶ The automatic start/stop function ensures simple and time saving operation
- ▶ Gentle film handling thanks to the unique XR-24 transport system
- ▶ Consistently perfect diagnostic image quality because of the new continuous flow heater technology with high temperature stability
- ▶ The balanced system of XR 24 Easy and Dürr Automat XR X-ray chemistry delivers optimum film development
- ▶ Comprehensive range of accessories such as daylight and darkroom adapters, the new regeneration unit with collecting vessel as well as Dürr cleaning sets

XR 24 Easy with its modern film development technology offers the dental trade excellent sales prospects

- ▶ Integration into the impressive Dürr XR 24 brand range
 - ▶ Extremely easy to service and repair:
 - ▶ No need to vent the circulation pumps on installation
 - ▶ Roll package E and F easily exchangeable without manual silicon sealing
 - ▶ Refitting of the regeneration unit without draining off the chemicals
 - ▶ New continuous flow heater with replaceable heating cartridge
 - ▶ Stocking of spare parts to effectively meet long-term needs
 - ▶ Market-specific initiatives to promote the product's launch such as brochures for the practices, advertisements etc.
- Contact your national Dürr representative or visit our website for further information

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To capitalize on the sales prospects in X-ray diagnosis in autumn 2005 change from XR 25 S to XR 24 Easy now!

**DÜRR
DENTAL**