

Product launch: lay:art evo brushes


lay:art evo - the new brush with BIONIC hair

Renfert

making work easy



Premium brushes for the production of high-quality crowns & bridges

- 
- **Micro layering** of all-ceramic restorations
 - Full-contour layering on zirconia, pressed ceramic or metal framework (PFM)
 - Layering of veneers on refractory
 - **Staining and glazing**



End consumer target groups

Users:

- Ceramists in dental labs
- Dental trainers, influencers and opinion leaders
- Dental school students

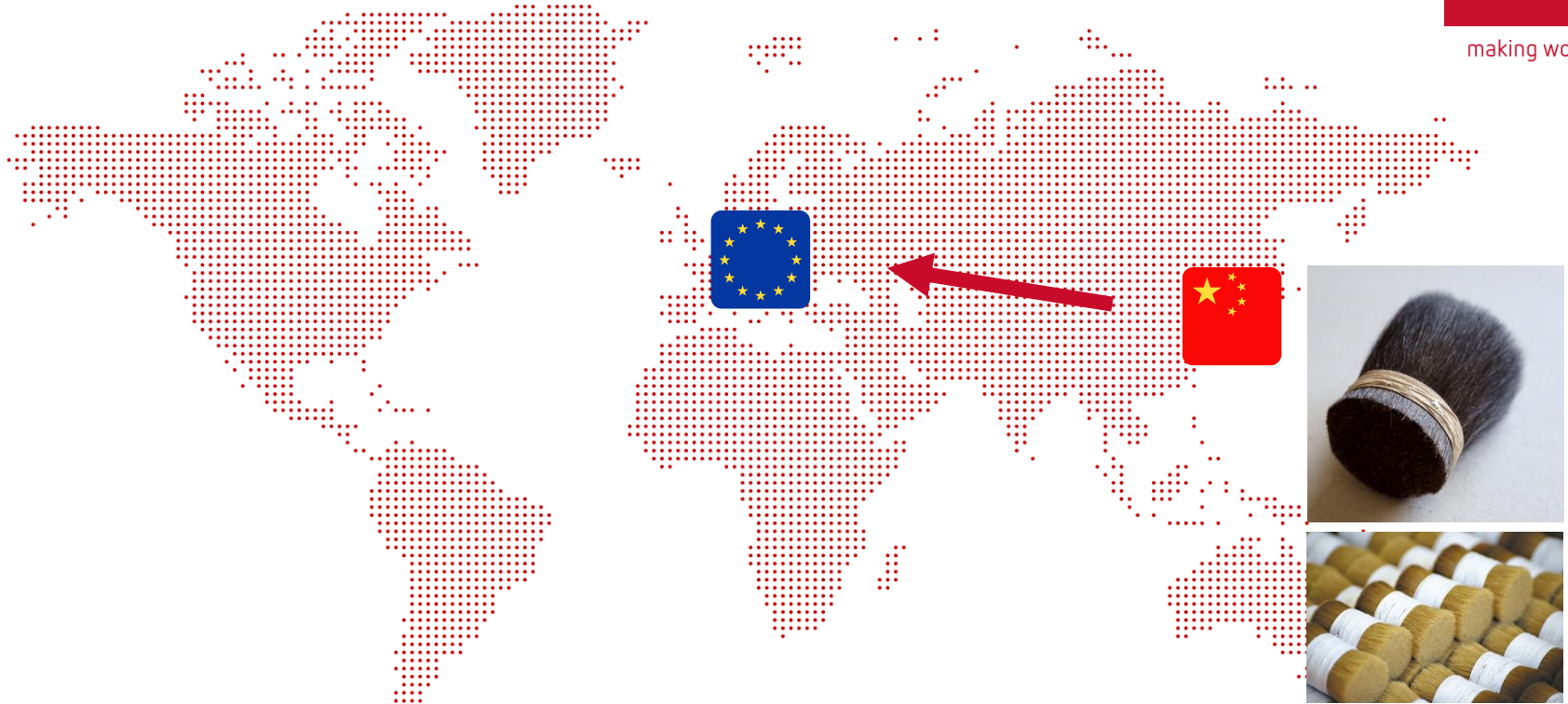
Buyer personas:

- Dental technicians / ceramists
- Owners or buyers of dental laboratories
- Dental offices / DSO's with inhouse labs
- Dental schools / education centers

Challenge



- Risk of regional and global natural fur bans
- Ecological product transformation necessary



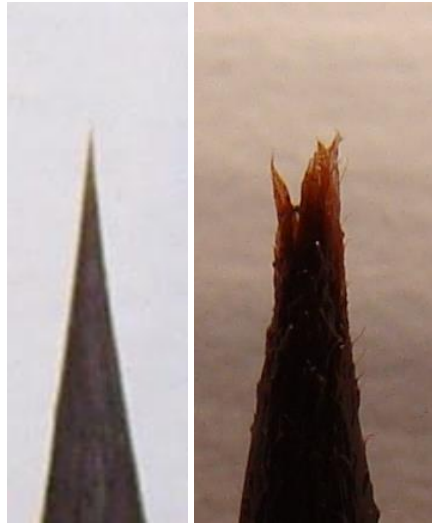
Limited availability of top
quality natural sable hair



EXPENSIVE

Extreme price increases
on natural hair

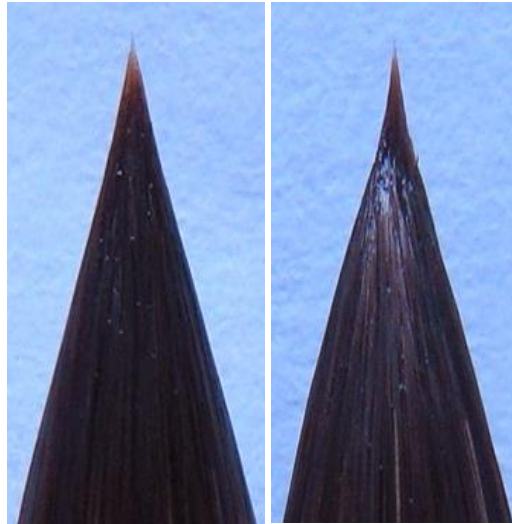
Classical synthetic hair



new

1000

Natural hair



new

4000–6000 test cycles

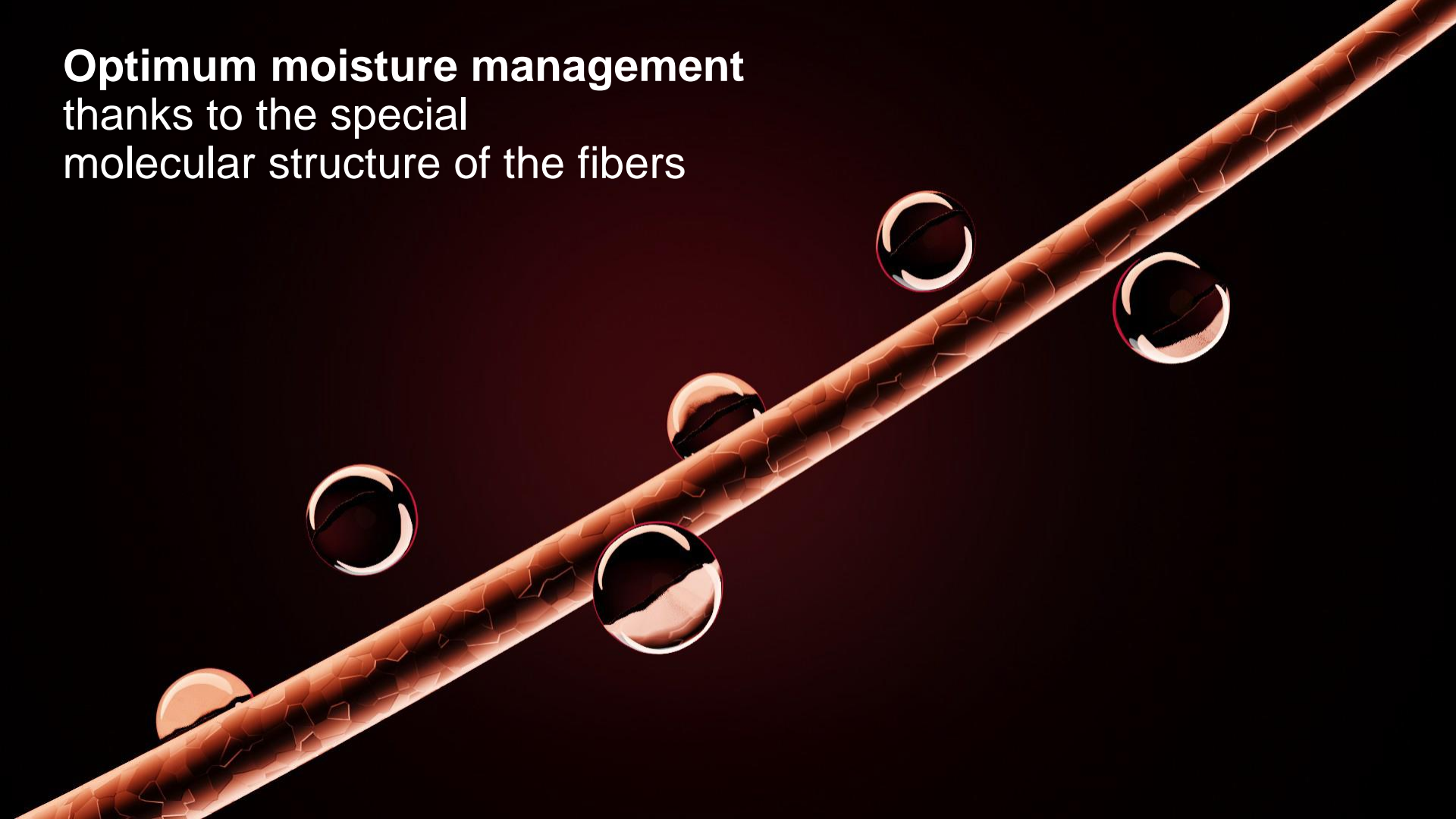
Classical synthetic hair is not as durable as natural one!

Solution

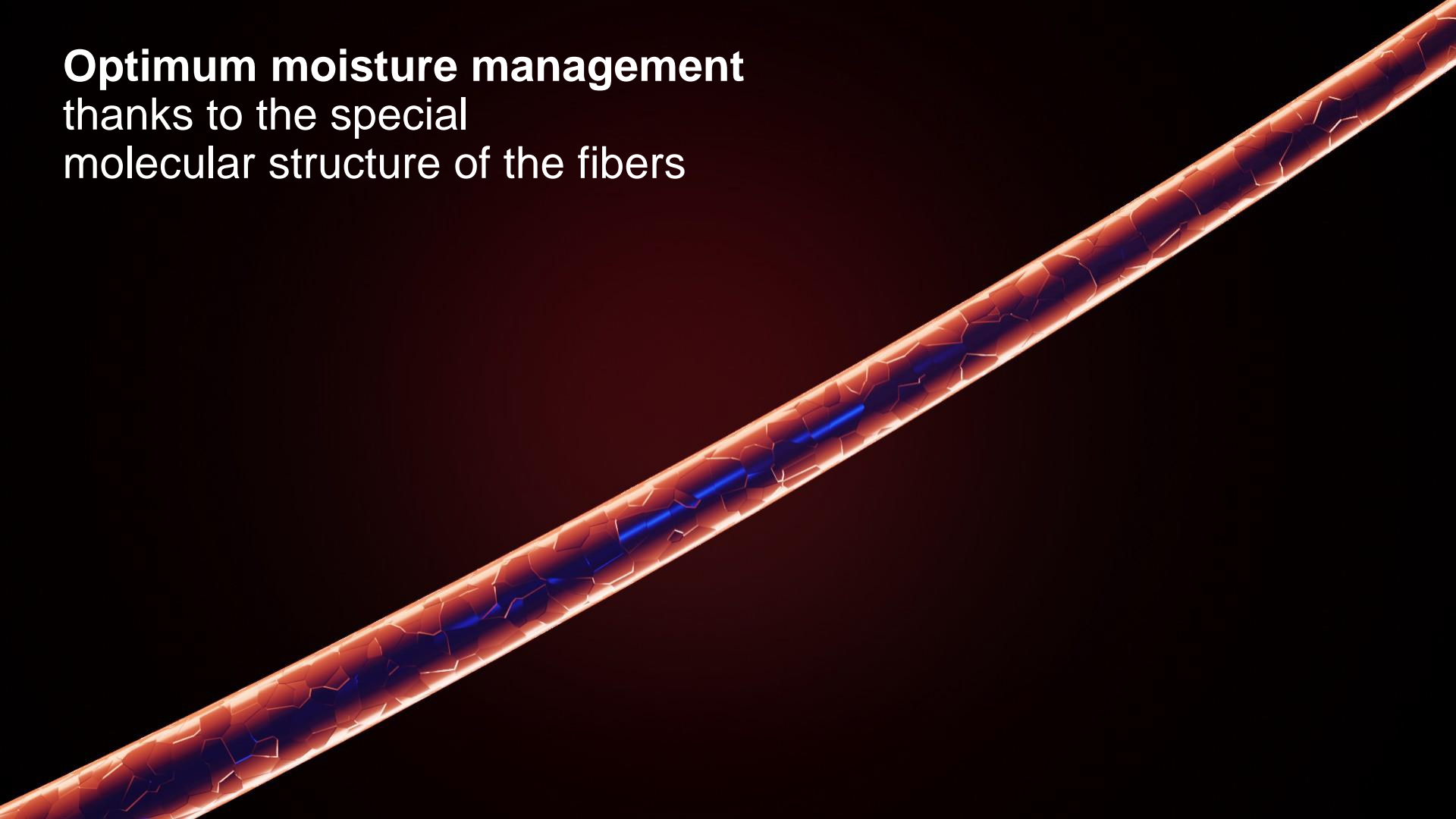
Remarkable durability due to innovative bionic hair



Optimum moisture management
thanks to the special
molecular structure of the fibers



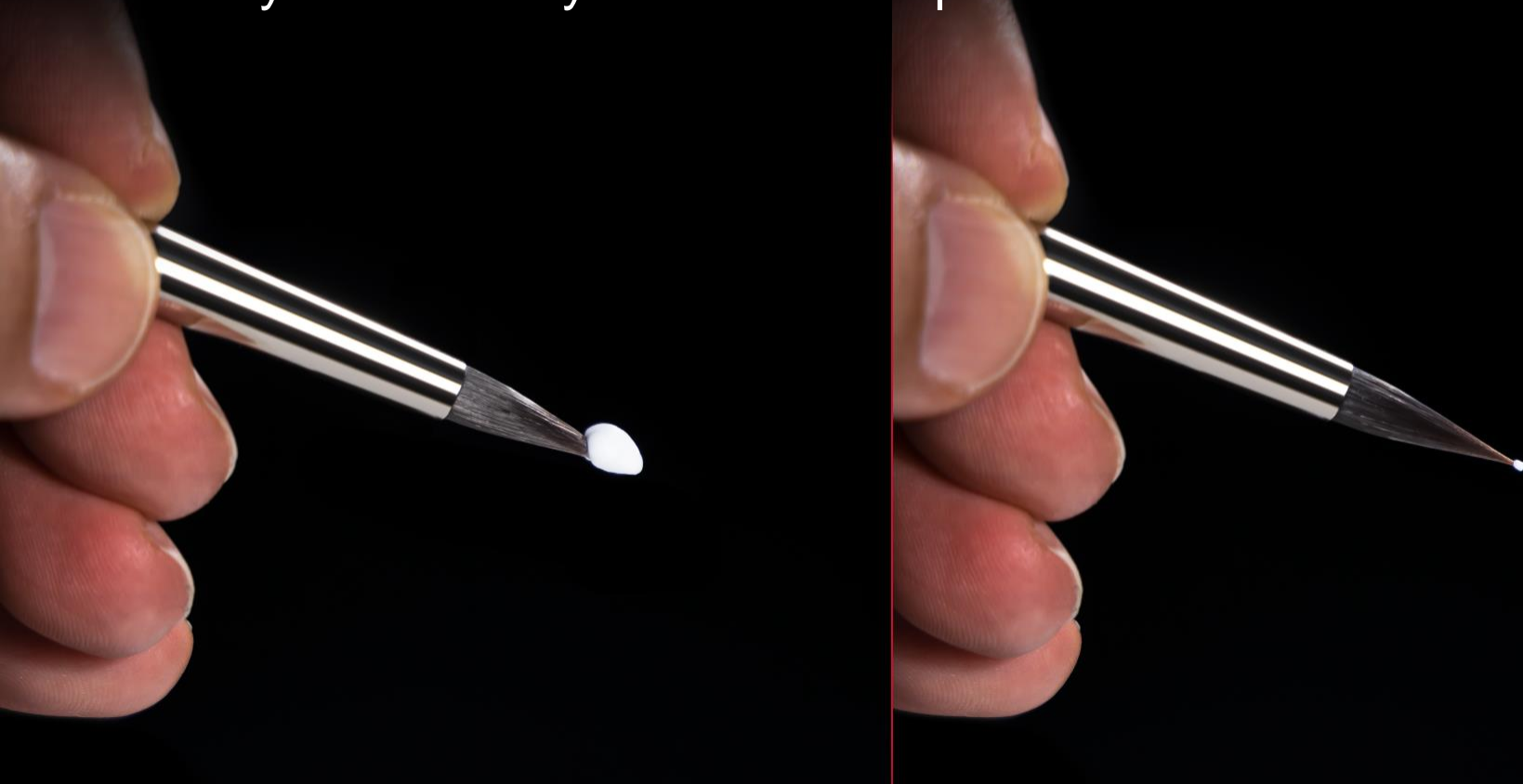
Optimum moisture management
thanks to the special
molecular structure of the fibers



Ideal handling of ceramic masses
during layering due to the fineness,
elasticity and stability of the brush tip

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Refills in different sizes
enable simple, cost-effective replacement of the brush tip

Product information



Brush sizes and recommended retail prices 2023-2024

#8	\$ 85
#6	\$ 72
#4	\$ 51
#2	\$ 45
color	\$ 45
opaque	\$ 45



Refill tips and recommended retail prices 2023-2024

#8 2 pcs	\$102
#6 2 pcs	\$ 87
#4 2 pcs	\$ 54
#2 2 pcs	\$ 54
color 2 pcs	\$ 54
opaque 2 pcs	\$ 54

Brush handles & kits

recommended retail prices

<hr/>		
lay:art evo handle fine fits -	#2, color, opaque	
lay:art evo detail up set	handle fine, #2, color, opaque	\$ 89
<hr/>		
lay:art evo handle standard fits -	#4, #6, #8	
lay:art evo build up set	handle standard, #4, #6, #8	\$ 99
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Compatibility
of lay:art evo standard handle
and refills 4, 6, 8
with competition brushes

Smile Line RSPCT	YES
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Smile Line N.era	YES
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Smile Line Wood	YES
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HPdent Nylo	NO
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M.P.F. Spring Ceramic	YES
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M.P.F. Revolution	YES
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M.P.F. Standard	YES
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lay:art evo

eco-friendly
grass paper

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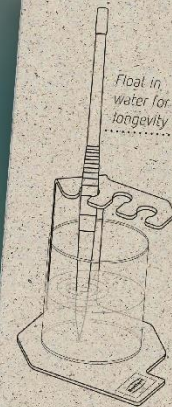
#8
flame

Create your
next masterpiece
with bionic hair

lay:art evo

Out of love and
respect for nature

Float in
water for
longevity



lay:art evo nest
REF 1724 0500



REF 1724 0008
1 piece
with handle
standard

Renfert GmbH
www.renfer.com



254889 8234

Out of love and
respect for nature

lay:art evo refresher brush holder (without glass)

- Brush hair absorbs water
- Recovers brush tip shape
- Helps washing out porcelaine particles
- Prevents tip distortion
- Tips can be placed w/o handle

RRP \$ 60



lay:art evo overview

Product	Item#	RRP	Product	Item#	RRP
Handle standard			Handle fine		
Brush size 8 cone	17240018	\$85	Brush size 2	17240002	\$45
Refill 8 cone (2 pcs)	17241118	\$102	Refill size 2 (2pcs)	17240012	\$54
Brush size 8 flame	17240008	\$85	Brush color	17240100	\$45
Refill 8 flame (2 pcs)	17240118	\$102	Refill color (2pcs)	17240110	\$54
Brush size 6 cone	17240016	\$72	Brush opaque	17240200	\$45
Refill 6 cone (2 pcs)	17241116	\$87	Refill opaque (2 pcs)	17240210	\$54
Brush size 6 flame	17240006	\$72	Detail up kit*	17240400	\$89
Refill 6 flame (2 pcs)	17240116	\$87	*handle fine, tips color, opaque, size 2		
Brush size 4 cone	17240014	\$45			
Refill 4 cone (2 pcs)	17241114	\$54			
Brush size 4 flame	17240004	\$45			
Refill 4 flame (2 pcs)	17240114	\$54			
Build up kit (handle standards, tips 4,6,8 flame)	17240300	\$99	Refresher (holder)	17240500	\$60

Important logistic data

- Country of origin: Made in Germany (code: QU)
- Medical device: no
- Hazardous material: no
- Customs tariff number: 96034010
- Storage & transportation: Keep dry
- Shelf lifetime: not limited
- Weight & dimensions: available with first shipments

Product launch – Schedule & Marketing

Product launch schedule

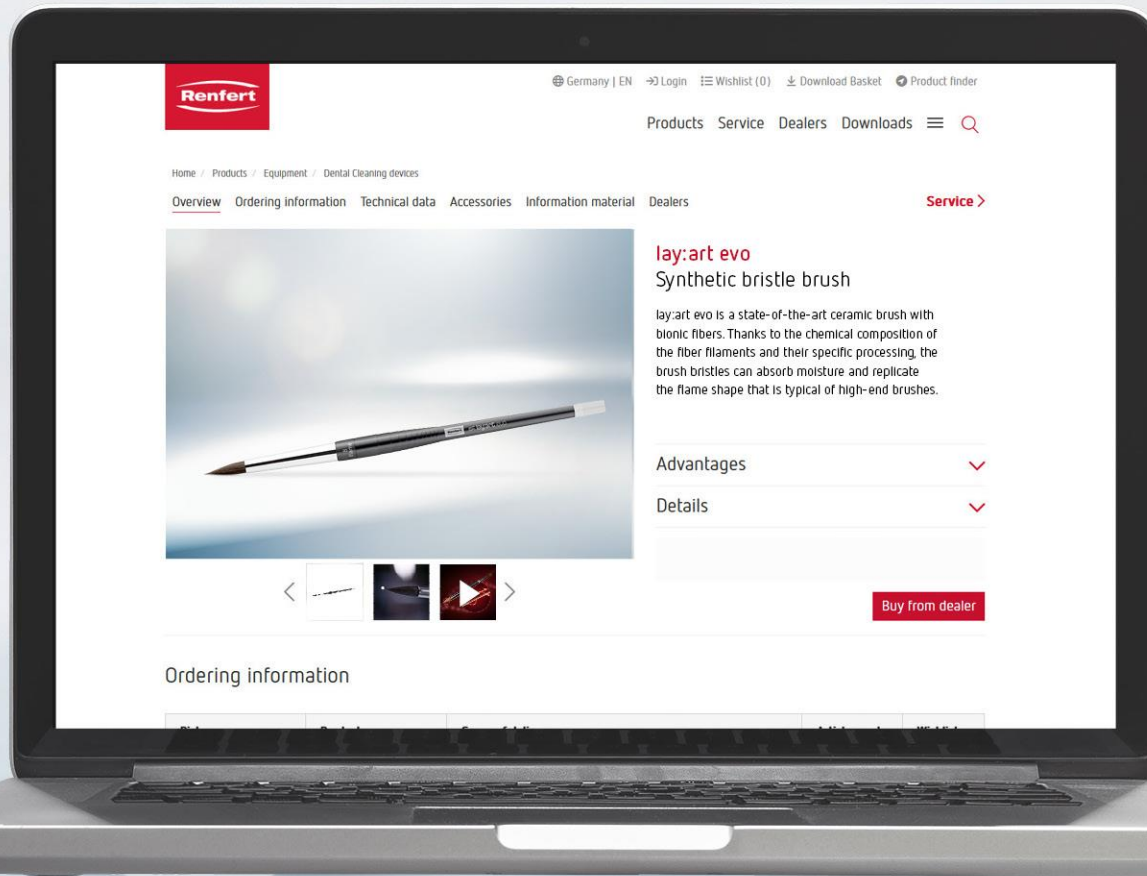
- First public product presentation:
IDS Show Germany, March 2023
- Pre-order placement: **October 2023**
- Order fulfillment:
Starting from November 2023
- Online trainings for dealer sales teams:
October & November 2023
- Renfert online & print campaign:
October–December 2023

Key visual – Marketing focus on BIONIC hair

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lay:art evo

Bionic Hair – exceptional durability
and natural behavior



Bionic Hair Unique moisture management

[Download Whitepaper →](#)

Bionic Hair

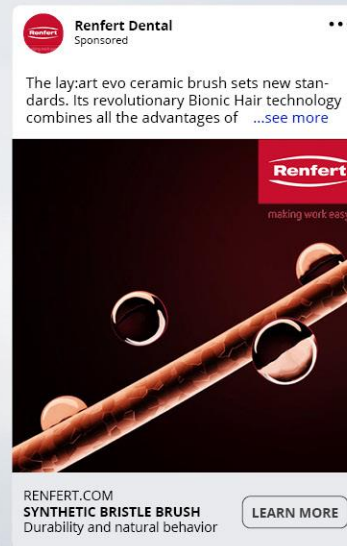
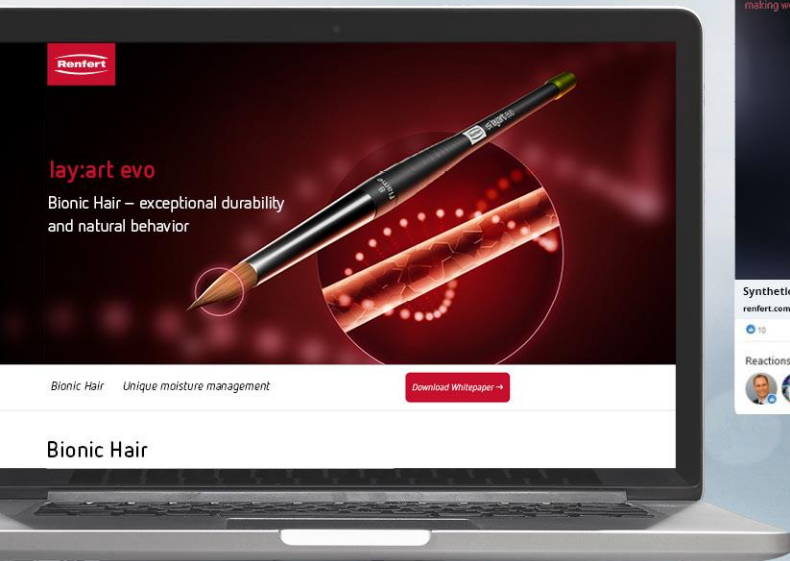
Landing
Page

Online Marketing



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CLINICAL FEATURE

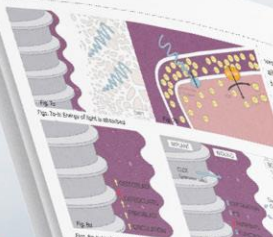


Fig. 1a: Schematic diagram of a hair cross-section showing the internal structure of the shaft and the surrounding skin layers.



Fig. 1b: Schematic diagram of a hair cross-section showing the internal structure of the shaft and the surrounding skin layers.

DISCUSSION

Various specially new material design the technology for improvement of hairbrushes to improve hair health and reduce hair loss. The special procedure is completed and finished. The special hair brush is designed to improve hair health and reduce hair loss. The special hair brush is designed to improve hair health and reduce hair loss.

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Bionic Hair

Exceptional durability and natural behavior



layart evo

The layart evo ceramic brush sets new standards. Its revolutionary Bionic Hair technology combines all the advantages of synthetic and natural hair brushes and impresses with an exceptionally long service life. Optimal moisture absorption and the special chemical composition of the fibers enable superb layering results.

Discover now
www.renfert.com/layart-evo



making work easy



Ad



Catalog

Flyer

Renfert

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lay:art evo

NEW Synthetic bristle brush

NEW lay:art evo

Synthetic bristle brush

lay:art evo is a state-of-the-art ceramic brush with bionic fibers. Thanks to the chemical composition of the fiber filaments and their specific processing, the brush bristles can absorb moisture and replicate the flame shape that is typical of high-end brushes. Together, both of these aspects demonstrate the characteristic management of moisture that previously made only natural bristles so unique. As a result, lay:art evo impresses with incredible dental product detail and pragmatic functionality.

Advantages

- Pioneering, high-end brush designed for modern ceramic layering techniques (e.g. micro-layering or full contour).
- Bionic fibers for precise layering and ecological sustainability.
- Refills in different sizes enable simple, cost-effective replacement of the brush tip.

Functional details

- Delicate tip with durable tension and elasticity impresses during targeted application of ceramic.
- The tension of the fine bristle tip adapts to usage and is maintained throughout layering.
- Unique moisture management thanks to innovative bionic fibers.
- Brush tip offers a significantly longer service life than conventional brushes.
- Brush handle in different sizes made from top quality anodized aluminum with smart ergonomics.
- State-of-the-art dental product with lifestyle, bionic fibers (protection of natural resources), and functional design.



Choice of two types of tips depending on the size: Flame and Cone

Ordering information

lay:art evo fine handle	1 piece, without interchangeable tip	No. 17240000
lay:art evo standard handle	1 piece, without interchangeable tip	No. 17240001
(1) lay:art evo size 2	1 piece, with handle line	No. 17240002
(2) lay:art evo size 4 Flame	1 piece, with handle standard	No. 17240004
(3) lay:art evo size 4 cone	1 piece, with handle standard	No. 17240014
(4) lay:art evo size 6 Flame	1 piece, with handle standard	No. 17240006
(5) lay:art evo size 6 cone	1 piece, with handle standard	No. 17240016
(6) lay:art evo size 8 Flame	1 piece, with handle standard	No. 17240008
(7) lay:art evo size 8 cone	1 piece, with handle standard	No. 17240018
(8) lay:art evo color	1 piece, with handle line	No. 17240100
(9) lay:art evo opaque	1 piece, with handle line	No. 17240200
lay:art evo size 2 refill	2 pieces, without handle	No. 17240012
lay:art evo size 4 Flame refill	2 pieces, without handle	No. 17240114
lay:art evo size 6 Flame refill	2 pieces, without handle	No. 17241114
lay:art evo size 8 Flame refill	2 pieces, without handle	No. 17242116

lay:art evo size 6 cone refill	2 pieces, without handle	No. 17241116
lay:art evo size 8 Flame refill	2 pieces, without handle	No. 17242118
lay:art evo size 8 cone refill	2 pieces, without handle	No. 17241118
lay:art evo color refill	2 pieces, without handle	No. 17242110
lay:art evo opaque refill	2 pieces, without handle	No. 17242100
lay:art evo build up set	Handle standard with 3 brush sizes (4, 6 & 8 Flame)	No. 17240300
lay:art evo detail up set	Handle line with 3 brush sizes (bolic opaque, 2)	No. 17240400

Further product data at: www.renfert.com/pr/item-number

LED
Wall



Poster



Roll-up
Banner



... more marketing materials on your request

- Press release
- Articles
- Image video clips
 - Short & energetic
 - Product features
 - Reinvention of brush hair

KOL and Event Support

- **KOL feedback** including testimonials, videos and pictures are expected to be available by 4th Quarter 2023 / 1st Quarter 2024
- Special opportunities for sponsoring events! Perfect for **layering & staining courses**

Please contact us ASAP if you would like to reserve brushes for courses, trainings or other events. Slots are filling up fast and brushes are limited.

A great sales opportunity for our dealers

- **New chance** for clients you don't reach until now!
- Affordable **prices** for high class design.
- **Bionic** hair technology – an ideal selling story!
- **Emotional** product for social media hype
- **High margins reachable!**

Thank you!