

# 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

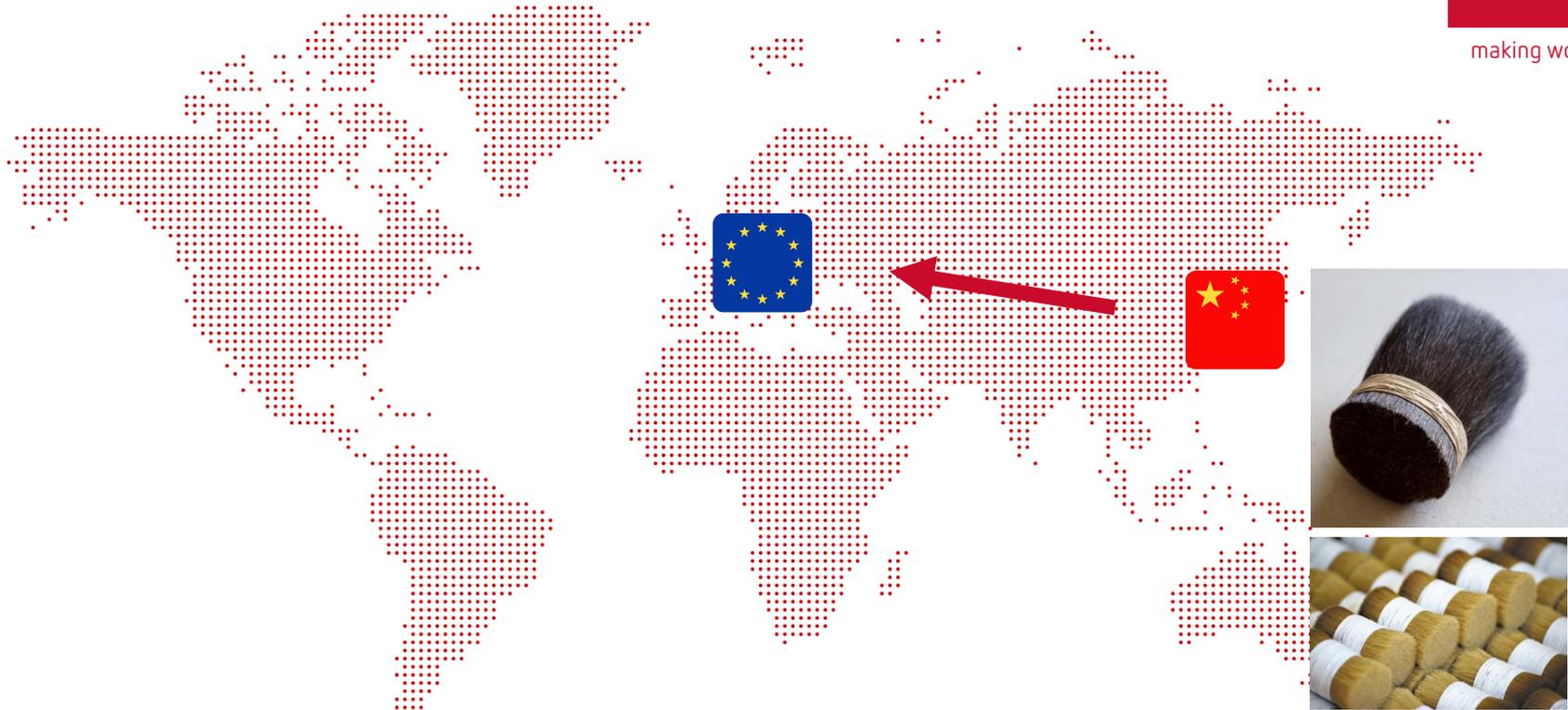
## Buyer personas:

- 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



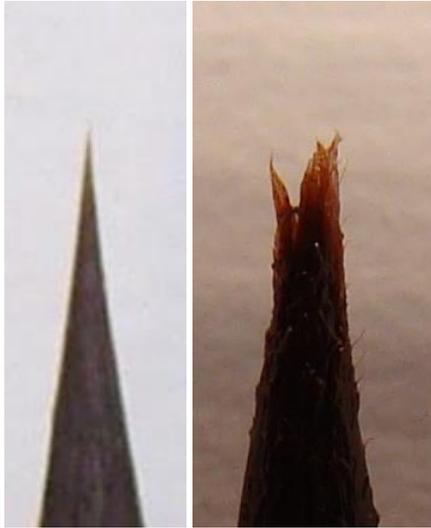
Limited availability of top quality natural sable hair



EXPENSIVE

Extreme price increases  
on natural hair

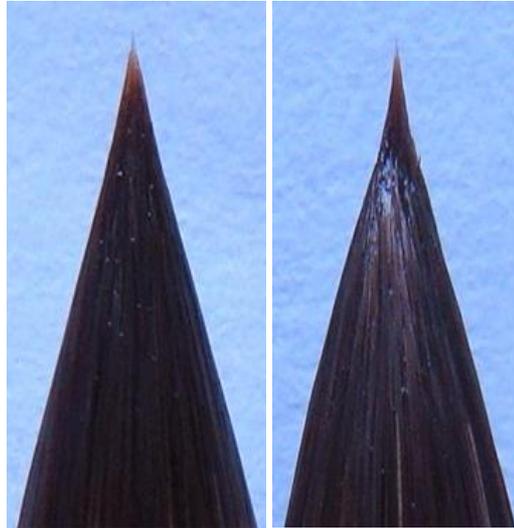
### Classical synthetic hair



new

1000

### Natural hair



new

4000–6000 test cycles

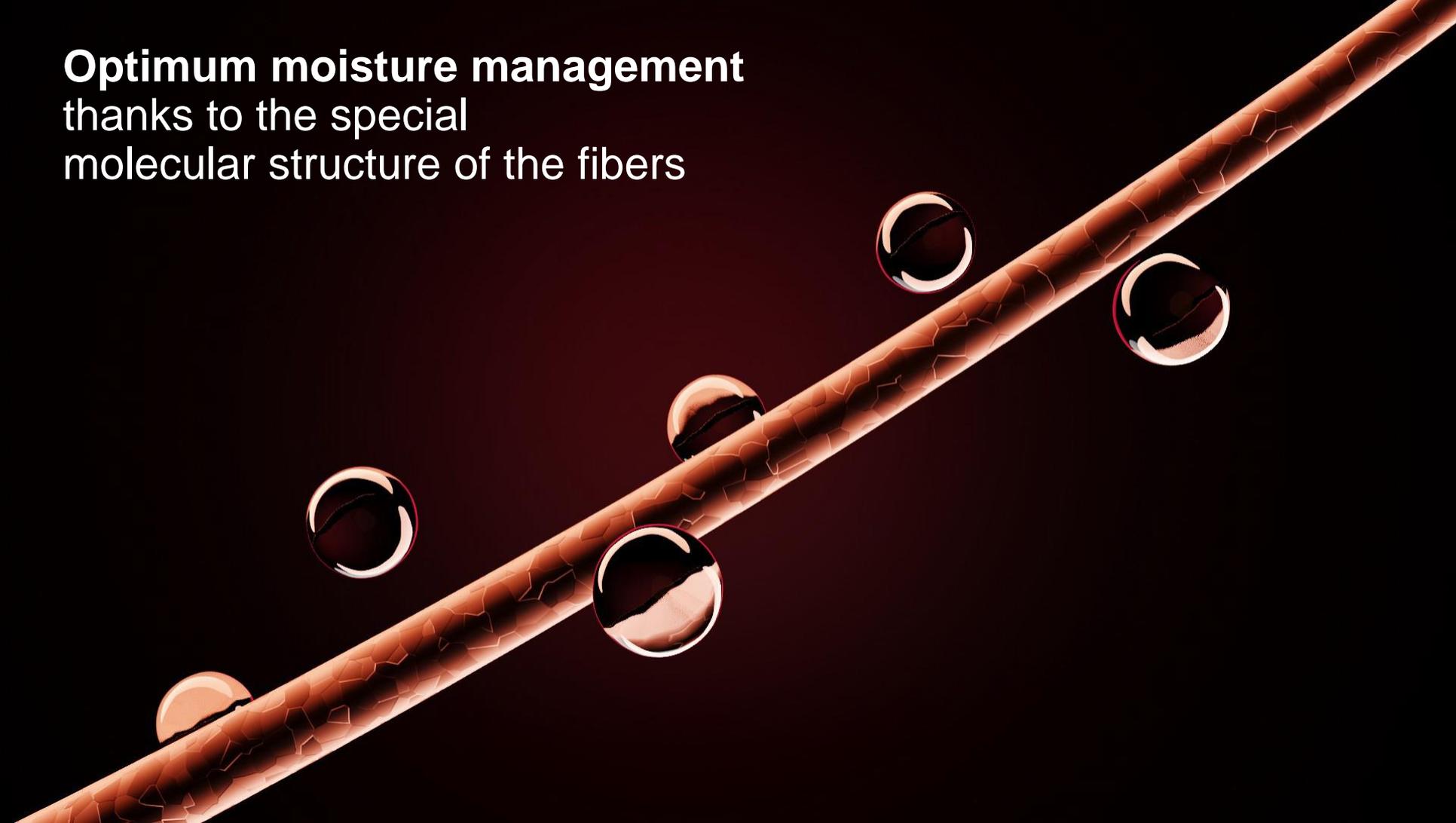
Classical synthetic hair is not as durable as natural one!

# Solution

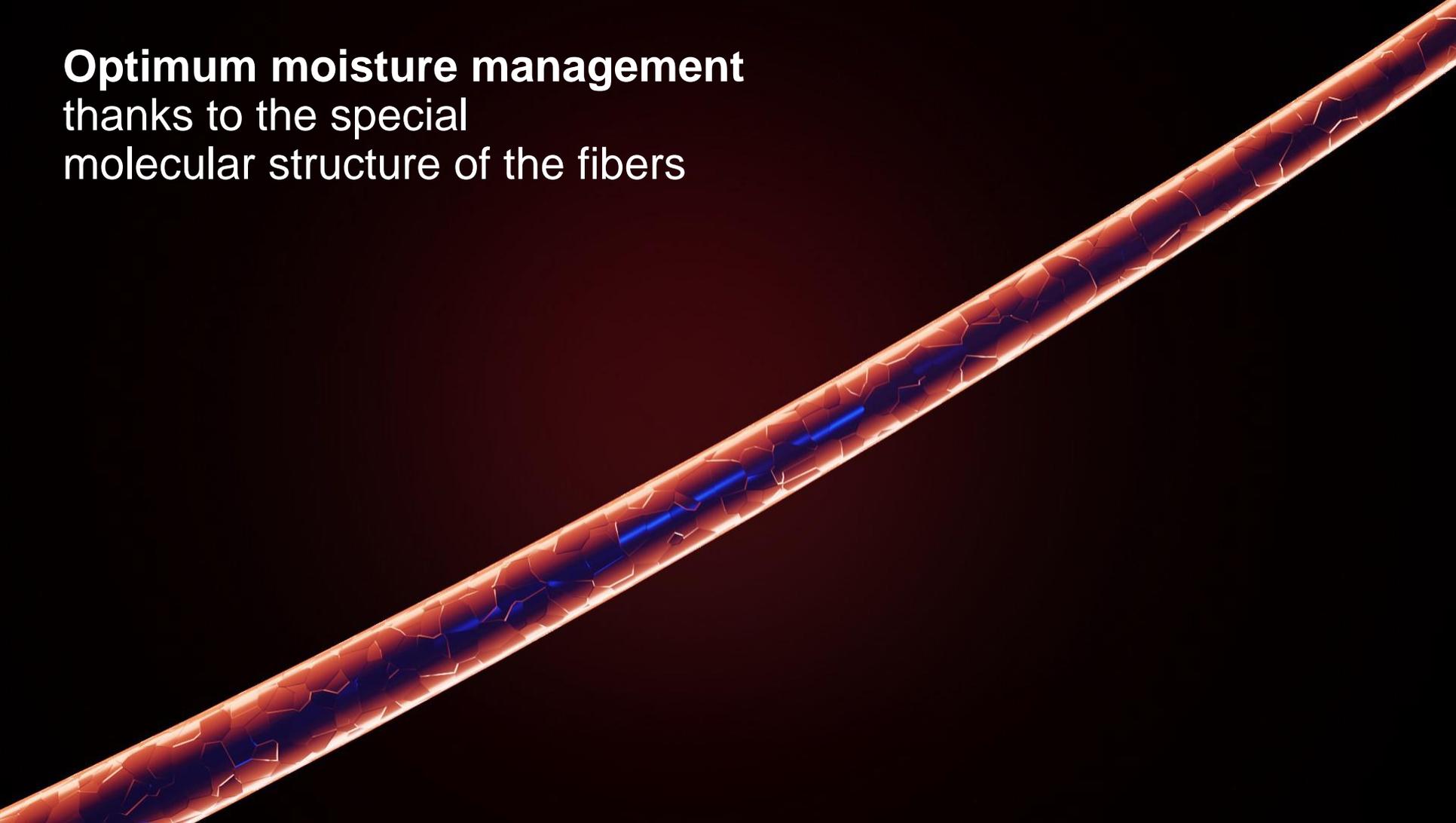
# Remarkable durability due to innovative bionic hair



**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



**Renfert**

making work easy



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

# Product information



## Brush sizes and recommended retail prices 2023-2024

---

<b>#8</b>	<b>\$ 85</b>
-----------	--------------

---

<b>#6</b>	<b>\$ 72</b>
-----------	--------------

---

<b>#4</b>	<b>\$ 51</b>
-----------	--------------

---

<b>#2</b>	<b>\$ 45</b>
-----------	--------------

---

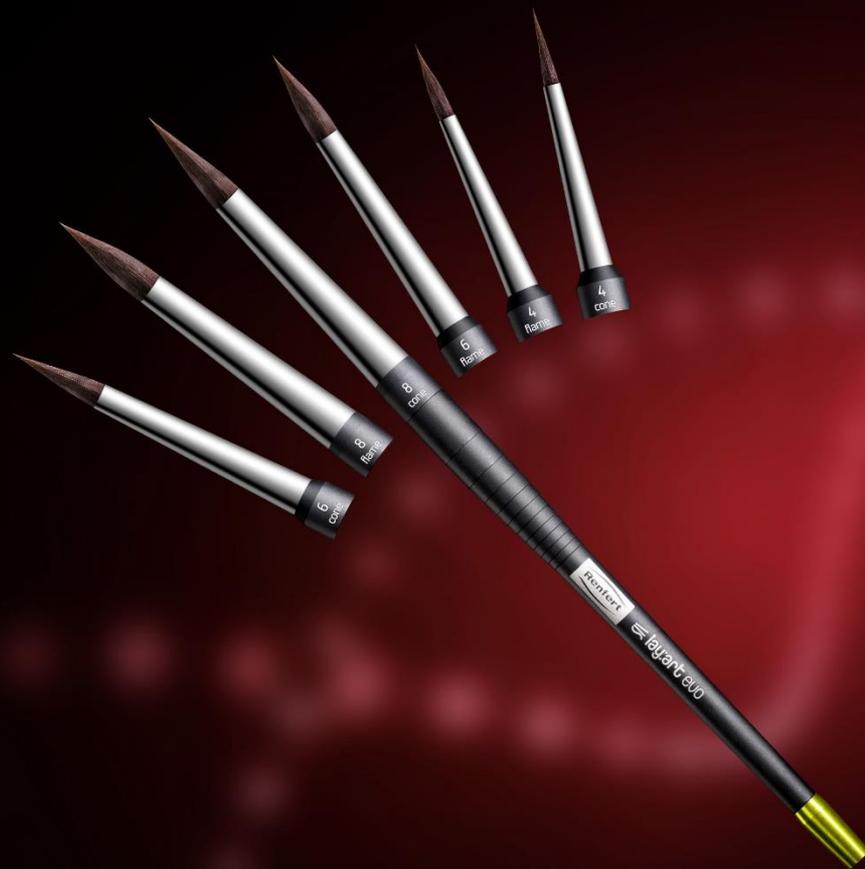
<b>color</b>	<b>\$ 45</b>
--------------	--------------

---

<b>opaque</b>	<b>\$ 45</b>
---------------	--------------

---

## 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**

---



**Compatibility**  
of lay:art evo standard handle  
and refills 4, 6, 8  
with competition brushes



---

<b>Smile Line RSPCT</b>	<b>YES</b>
-------------------------	------------

---

<b>Smile Line N.era</b>	<b>YES</b>
-------------------------	------------

---

<b>Smile Line Wood</b>	<b>YES</b>
------------------------	------------

---

<b>HPdent Nylo</b>	<b>NO</b>
--------------------	-----------

---

<b>M.P.F. Spring Ceramic</b>	<b>YES</b>
------------------------------	------------

---

<b>M.P.F. Revolution</b>	<b>YES</b>
--------------------------	------------

---

<b>M.P.F. Standard</b>	<b>YES</b>
------------------------	------------

---

 lay:art evo



eco-friendly  
grass paper



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
<b>Handle standard</b>			<b>Handle fine</b>		
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

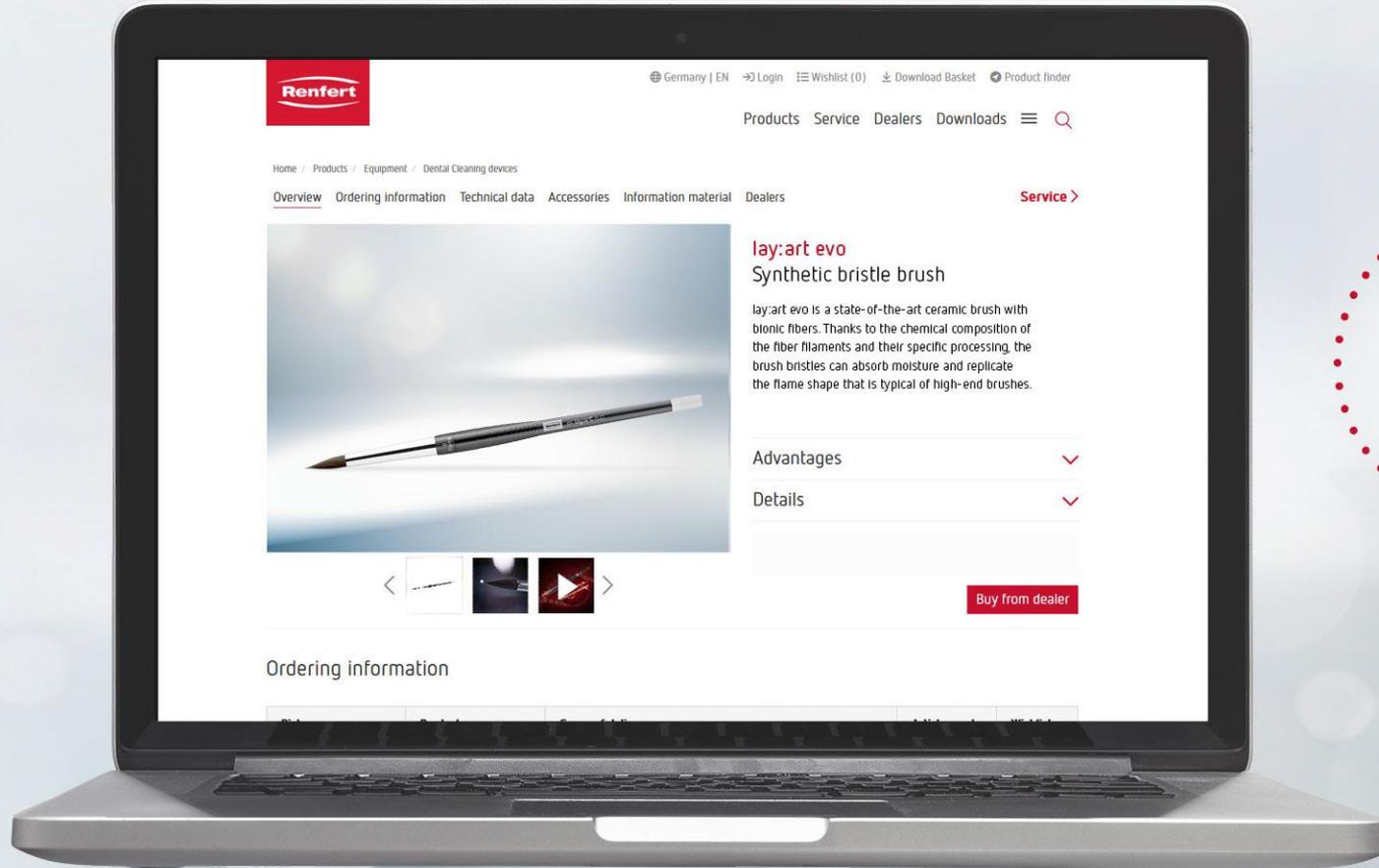
- First public product presentation:  
**IDS Show Germany, March 2023**
- Pre-order placement: **October 2023**
- Order fulfillment:  
**Starting from November 2023**
- Online trainings for dealer sales teams:  
**October & November 2023**
- Renfert online & print campaign:  
**October–December 2023**

# Key visual – Marketing focus on BIONIC hair

Renfert

making work easy





### 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.

Advantages ▼

Details ▼



Buy from dealer

#### Ordering information

Product  
Page

Renfert

## lay:art evo

Bionic Hair – exceptional durability  
and natural behavior



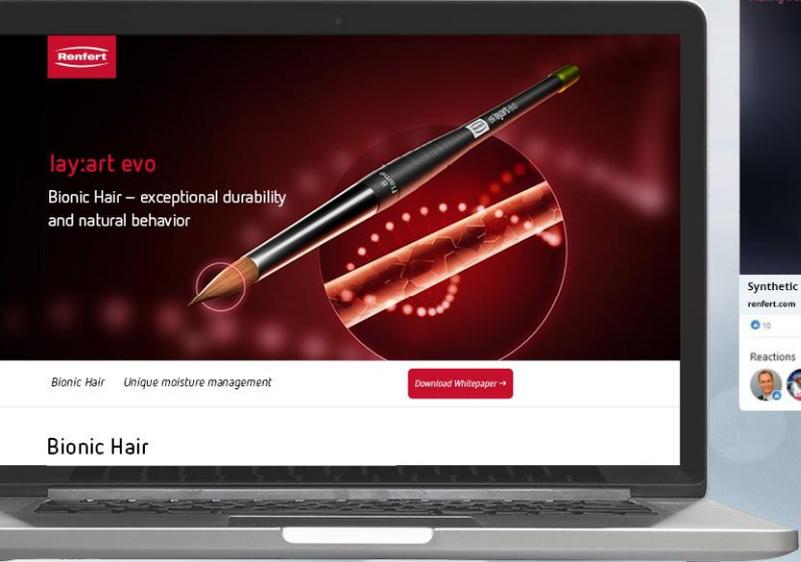
*Bionic Hair*   *Unique moisture management*

[Download Whitepaper →](#)

## Bionic Hair

Landing  
Page

# Online Marketing



Renfert GmbH  
1200 followers  
Promoted

lay:art evo is a state-of-the-art ceramic brush with bionic fibers. As a result, lay:art evo impresses with incredible dental product detail and pragmatic functions.



Synthetic bristle brush | lay:art evo  
renfert.com [Learn more](#)

Reactions

Renfert Dental  
Sponsored

The lay:art evo ceramic brush sets new standards. Its revolutionary Bionic Hair technology combines all the advantages of ...see more



RENERT.COM  
**SYNTHETIC BRISTLE BRUSH**  
Durability and natural behavior [LEARN MORE](#)

Instagram

renfertdental  
Sponsored



[Learn More](#)

renfertdental Optimal moisture absorption and the special chemical composition of the fibers ... more

Ad

CLINICAL FEATURE



Fig. 1a

Fig. 1b

Fig. 1c

Fig. 1d

DISCUSSION

These results are very interesting because they show that the porous structure of the bionic hair is not only responsible for its mechanical properties but also for its hydrophilic properties. The porous structure of the bionic hair is responsible for its mechanical properties and its hydrophilic properties. The porous structure of the bionic hair is responsible for its mechanical properties and its hydrophilic properties.

These results are very interesting because they show that the porous structure of the bionic hair is not only responsible for its mechanical properties but also for its hydrophilic properties. The porous structure of the bionic hair is responsible for its mechanical properties and its hydrophilic properties.

These results are very interesting because they show that the porous structure of the bionic hair is not only responsible for its mechanical properties but also for its hydrophilic properties. The porous structure of the bionic hair is responsible for its mechanical properties and its hydrophilic properties.

# Bionic Hair

Exceptional durability and natural behavior



layart evo

The lay-art 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.



making work easy

Discover more  
www.renfert.com/lay-art-evo



© 2018 Renfert AG. All rights reserved. Lay-art is a registered trademark of Renfert AG. Bionic Hair is a registered trademark of Renfert AG. The porous structure of the bionic hair is a registered trademark of Renfert AG.



## Flyer

Renfert

making work easy



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
lay:art evo size 2	1 piece, with handle line	No. 17240002
(1) lay:art evo size 1 flame	1 piece, with handle standard	No. 17240004
(2) lay:art evo size 1 cone	1 piece, with handle standard	No. 17240014
(3) lay:art evo size 2 flame	1 piece, with handle standard	No. 17240006
(4) lay:art evo size 2 cone	1 piece, with handle standard	No. 17240016
(5) lay:art evo size 3 flame	1 piece, with handle standard	No. 17240008
(6) lay:art evo size 3 cone	1 piece, with handle standard	No. 17240018
(8) lay:art evo color	1 piece, with handle line	No. 17240000
(9) lay:art evo opaque	1 piece, with handle line	No. 17240000
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 4 cone refill	2 pieces, without handle	No. 17241114
lay:art evo size 6 flame refill	2 pieces, without handle	No. 17240116

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. 17240118
lay:art evo size 8 cone refill	2 pieces, without handle	No. 17241118
lay:art evo color refill	2 pieces, without handle	No. 17240110
lay:art evo opaque refill	2 pieces, without handle	No. 17240110
lay:art evo build up set	Handle standard with 3 brush sizes (1, 4, 6 flame)	No. 17240300
lay:art evo detail up set	Handle line (in 3 brush sizes: 2, 3, 4 cone)	No. 17240400

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 4<sup>th</sup> Quarter 2023 / 1<sup>st</sup> 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!**