Interview: 'It is not a matter of choice, it is a matter of what we offer'

Indeed the feedback will lead to improvements, new developments and innovations. What about the coming year, 2013, what are you planning for your clients?

The coming year, 2013, is a key year in the industry with major event such as IDS Cologne, CAD/CAM & Digital Dentistry Dubai and AEDDC Dubai. You know that we are already very present in the Middle East, we have the AEDDC in February followed by IDS in Cologne in March and CAD/CAM Digital Dentistry in Dubai again in May. During this period we are coming out with a huge variety in different new products along the lines of what we are representing in the market (from imaging, CAD/CAM, instruments and dental software) and this is a chance to visit us at these conferences to explore what new things Sirona is bringing to the market.

Any hints on what we can expect?

What I can hint about is that we are changing lots of products. First of all I cannot give you any information about the new ones, but I can give you information about the updates that we have on existing units and the first being the camera which we introduced onto our CAD/CAM system, which is the Omnicam. This is the dream of what dentists were looking for before, the powder free camera, the anatomical exact-like filming of the mouth. Like a camera it’s very easy to use, it’s something that everybody will be looking forward to have a small size camera that can reach even more the non accessible areas to take pictures. So I think this is something very unique and all of our customers are welcome to see it. We will also be showing what we have introduced in the last 6 months.

What is the feedback you receive from your clients?

Feedback is always welcome. Mostly we receive positive feedback and sometimes negative, but supportive, feedback which is a good thing. Negative feedback and competition are always welcome to have, without this we cannot improve. I believe all feedback we receive, negative, positive, thankful or harsh replies, will always keep us on the right track and lets us know what to do next.

Technical Training facility

CAD/CAM Training Facility

Continuous Education Programmes: Part of Sirona Training Facilities.

Dr. Amro Adel
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The coming year, 2013, is a key year in the industry

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Sirona appoints new CEO

By Dental Tribune International

B ENSHEIM, Germany/New York, USA: Sirona, global pro-
ducer of dental products, has ap-
pointed a new CEO. As from 30
February 2013, Jeffrey T. Slovin will suc-
cceed Jost Fischer, who has held the position
for 11 years. Fifty-eight-year-old Fischer
will be retiring, giving up his position as
both CEO and chairman of the board.
Sirona also announced that Dr Thomas Jet-
ter, a current member of Sirona’s board of
directors, will assume the role of non-ex-
ecutive chairman of the board upon Fisch-
er’s retirement. Effective immediately, as
part of the succession plan, Rainer Berthan
has been promoted to executive vice-pres-
ident responsible for the company’s busi-
ness segments.
“Jeffrey Slovin is the ideal candidate to suc-
cceed me as Sirona’s CEO,” Fischer com-
mented. “He has the necessary experience
and stellar reputation within the dental
community to take Sirona into the future.
Before joining Sirona in 2006, Jeff was CEO
of publicly traded Schick Technologies, Inc. where he built a reputation as an inno-
vator and operator, and delivered signifi-
cant shareholder value. Since joining Siro-
na, he has consistently demonstrated excel-
gent judgement and played a major role in
improving our operations, targeting our re-
search and development efforts and lead-
ing growth initiatives.”
Fischer continued: “This appointment is
part of a leadership succession process that
was methodically developed over the past
several years in preparation for this very
day. Jeff has the full support of myself and
the board. During my 11 years as CEO of
Sirona, we have built Sirona from a primar-
ily German company to a truly global lead-
er in dental technology. Sirona is well posi-
tioned for the future, with a powerful sales
and service infrastructure, a strong man-
agement team, and an outstanding product
portfolio. I am excited to watch as Jeff takes
Sirona to new heights.”
“Thomas Jetter was the private equity part-
ner responsible for the investment in Siro-
na after its spin-off from Siemens, from
1997 to 2004. His relationship with the oth-
er board members, his global experience
and long history with Sirona should make the
transition seamless,” Fischer added.
Slovin, 48, has served as Sirona’s president
since September 2010 and prior to that as
executive vice-president and chief operat-
ing officer of its US operations. Before that,
Slovin was CEO of Schick Technologies, a
leading dental technology company that
was acquired by Sirona in 2006. Slovin is
currently a member of the Board of Fellows
of the Harvard School of Dental Medicine,
and a member of the Young Presidents’ Or-
ganization. He holds an MBA from Har-
vard Business School.
Jetter, 55, has served as a director since
April 2010 and is currently a member of the
Nominating and Corporate Gover-
nance Committee of Sirona’s board of di-
rectors. From April 1995 to March 2008, Jet-
ter was a partner at Permia, where he ini-
tiated and managed investments in a vari-
ety of medical technology, industrial, and
chemical companies and helped expand the
firm’s global reach to include areas such as
the US, Brazil and China. Prior to that, Jet-
ter gained extensive experience at McKin-
ssey in Germany and Brazil. He holds a PhD
degree in Economics and Banking, and an
MBA from Saarland University in Saar-
brücken, Germany.
Berthan, 48, joined the company as a vice-
president in September 2012. Prior to join-
ing Sirona, Berthan served at Demag
Cranes, a publicly listed company, as ex-
ecutive vice-president. From 2004 to 2008,
Berthan was President of Weidmüller in
China, a leading German company in the
industrial automation business. Prior to
these roles, he held various senior manage-
ment positions at leading companies. Ber-
than holds a Master’s degree in Economics
from the Munich University of Applied Sci-
ences, Germany.
Our strategy is to be close to our customers, close to our partners, our offices our team is close to the leaders, to the dental schools and to the customers as well as the practitioners offering better interaction overall.

What is the impact 3M ESPE has had on the market here in the Middle East?

Well to talk about the impact I think you just need to go and see it everywhere for yourself and that’s in the vision of our new CEO, ‘3M technology, converging every company (especially in the b2b business), 3M products, enhancing every home and 3M innovation, improving every life’. This is the new vision of 3M with our new CEO and we are applying it, whether we’re dealing with companies or customers we’re applying it everywhere. It is the innovation that’s what we’re bringing, it is really the bloodline of our company.

Nowadays customer feedback is very important, through your Innovation Center I am sure you have many sessions where you provide Q&A, product after sales and dealing with general questions regarding your products?

It is a place where we can have a small gathering to discuss the products (even the ones that have not been launched in the market), relaunch activities, roundtables, brainstorming of general ideas as well. Alongside with gatherings it is a good opportunity to see the big picture of 3M and not just the dental business. In dental we have a fully equipped facility where we can have lectures, hands-on discussions and many other activities.

What about the future plans in the region, are you planning to expand more, will you improve further your support for your clients?

Yes, the vision of our VP, Mr. Irfan Malik, is to be readily available and accessible to our customers. And the company has already announced some expansion plans and opening of new offices at key locations. Recently we opened an office in Kenya, another office in Nigeria and additional offices will be opened in the near future.

What about the future plans in the region, are you planning to expand more, will you improve further your support for your clients?

I think they will have a chance of attending one of the biggest conferences in the region.

Speaking about the region, what can you say about the Middle East Dental market?

Well the market in the Middle East is a little bit mixed, or heterogeneous, because you have a lot of dentists moving from one country to the other: you have different backgrounds, different nationalities, different schools of thoughts so it is challenging, it is diverse, and it’s quite interesting to be working here. Different interactions and different feedback is enriching, it’s kind of like a melting pot even for dentistry. The Middle East and Africa as a region is considered, for all industries, as a growth region so I think there are a lot of opportunities, business wise, and if you look at the age of the population it’s young, it’s dynamic so a lot of dentists graduating, people are more aware about their health. Even the governments are spending so I think it’s a good place to be in: growing region, young population, high dynamic, I think everyday everyone wants to be here.

What about 3M ESPE? You have been here for a while, opened the Innovations Center about a year and a half ago, could you tell us a little about the background and where 3M ESPE is looking to go in the future?

Well our mindset, our strategy, is to be close to our customers and close to our partners, so when we opened the Innovations Center in Dubai we only had one thought in mind, we aimed to be close to the customers and give them an experience where we can provide some high quality training and for these reasons we invested in this center, not only for dental but also for the other businesses we are involved in. We are present in most countries in the region and through our offices our team is close to the leaders, to the dental schools and to the customers as well as the practitioners offering better interaction overall.

The latest breakthrough innovation in interdental cleaning is here - Philips introduces Sonicare AirFloss

Sonicare AirFloss is proven to remove up to 99 per cent more dental plaque from between teeth than brushing alone.

Dubai, United Arab Emirates – Philips, maker of the Sonicare toothbrush, is pleased to unveil the revolutionary Philips Sonicare AirFloss, an easy, effective way to clean in-between teeth. Flossing on a regular basis can be time consuming as well as painful and it’s with this in mind that Philips created Sonicare AirFloss. With its breakthrough microburst technology, Sonicare AirFloss is specially designed to make cleaning in-between teeth easy while maximi-

zing plaque removal and ultimately improving gum health. During Philips consumer testing, 86 per cent of users found Sonicare AirFloss easier to use than string floss and Sonicare AirFloss removes up to 99% more plaque in-between teeth than brushing with a manual toothbrush alone.

Sonicare AirFloss works by using a rapid burst of air and water droplets to thoroughly fill up the interdental area between teeth and force plaque and bacteria out. This rapid stream is directed using a nozzle guidance tip that ensures targeted cleaning between teeth and the point and one-button operation cleans the entire mouth in as little as 1 minute, while using less than just one teaspoon of water for full cleaning sessions. Sonicare AirFloss helps users experience the difference of a whole mouth clean. Sonicare AirFloss also has an ergonomically designed handle and angled nozzle to access all areas of the mouth.

The latest breakthrough innovation in interdental cleaning is here - Philips introduces Sonicare AirFloss

Ivoclar Vivadent to acquire Wieland Dental

With the acquisition of Wieland Dental, Ivoclar Vivadent strengthens its position in the field of all-ceramics.

Ivoclar Vivadent, headquartered in Schaan, Liechtenstein, announced the acquisition of Wieland Dental today. The acquisition is planned to be completed in the fourth quar-
ter of 2012. The transaction is subject to approval by the German Federal Cartel Office. Ivoclar Vivadent will acquire the shares of BWK holding company and of the Wieland founding family. Wieland Dental, which employs 190 staff, achieved a sales volume of around 60 million euros in 2011. Ivoclar Vivadent is one of the leading dental enterprises in the world with a compre-

hensive range of products and systems for dentists and dental technicians. All-ceram-
ics is one of the core competences of the company. With the takeover of Wieland Dental, the enterprise strengthens its posi-
tion in the field of all-ceramic product sys-
tems. Robert Ganley, CEO of Ivoclar Viva-
dent, comments on the takeover: “Wieland Dental is a leading European manufacturer in the field of dental products with market leading brands and a strong sales team. We are very pleased to have them join the Ivo-
clar Vivadent Group.”

Wieland Dental, domiciled in Pforzheim, Germany, is one of the leading suppliers in the dental technology market. With the wide array of products ranging from CAD/CAM materials to dental alloys and veneer-

ing ceramics up to electroplating, the company offers individual laboratory concepts and systems solutions. The products of Wieland Dental will repre-

sent an important addition to the product portfolio of Ivoclar Vivadent. Wieland Den-

tal is to continue operations under its exist-

ing name and management.

Contact Information

By Dr Samer Aouad
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Middle East and Africa
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Communicating shade information clearly: Digital shade-taking devices substantially minimize risk

One word, four pairs of ears, four pairs of lips – and “blue” becomes “shoe” or “red” becomes “bread”. Anyone who played “telephone game” in nursery school will know that communication has its pitfalls. Not least because not all information that is forwarded in good conscience is received intact at the destination. This is also true for shade communication in dentistry. And yet exact transfer of data or measurement results is of crucial importance, particularly in this case. It doesn’t matter how much care dental surgeons take in determining the tooth shade – if their instructions to the laboratory are incomplete or unclear, errors can occur as early as at the beginning of the process chain. This results in unnecessary expense, time wasted, apportioning of blame and aggravation with the patient. Shade communication plays a pivotal role as a link in the chain between shade determination and reproduction, the end result of which should be a high-quality restoration.

Clear explanations minimize risk

Despite every effort to achieve integrated shade communication there is still considerable room for error. Dental surgeons often provide the laboratory with written instructions that they themselves may consider to be clear, but which cannot be implemented without some element of doubt by dental technicians. Communicating shade information by telephone also still remains common practice.

A standardized approach to communication helps to ensure that all information is recorded wherever possible. The first standardized form is already in use today with the color communication form. Here, the basic shade and other information is recorded on paper, ideally together with a digital photo to support effect or detail analyses, and transferred in the conventional manner. In today’s digital age, information can be forwarded more quickly, in greater detail and in a more targeted fashion. Accordingly, in addition to other advantages, the VITA Easysystem software also offers a template that allows all relevant data to be recorded in a single sheet or document. Using the information from these shade layer instructions, the dental technician can work confidently and quickly.

Communication in bits and bytes

One benefit of digital shade taking is that data collated in this way can also be edited and communicated using modern technology. VITA Easysystem can, for example, transfer a patient’s measured tooth shade via USB to a PC or laptop. New possibilities are also demonstrated by computer applications such as VITA ShadeAssist, the latest prototype version of which was showcased at IDS 2011. Features include a photo editing and drawing module, a print and mail function, and an option for documenting the bleaching process. However, most importantly, this tool allows the dental surgeon to edit and save all the relevant information for the selected tooth shade. A further advantage for shade communication is that the program can document findings in a variety of ways: practitioners can combine any number of dental shade measurements taken using VITA Easysystem or shade guides, digital photographs, text comments or special drawings created with the new software in separate patient files and print these out. They can also add comments (graphical-based and plain text) on the teeth or photographic findings.

Here, data management takes place on three hierarchical levels, with the patient level being the highest. All personal data relating to the patient that has been recorded is allowed using the software is presented in the form of a patient file. The reporting level provides a “collection folder” for selected patient findings. Here, findings regarding treatments that are completed over an extended period can, for example, be collected. Printouts for patients or electronic transfer to a laboratory are also possible. The findings level is the real heart of the software. Photographic findings where digital photographs can be added are distinguished here from findings relating to tooth contours that use edits such as lines, points or other shading on the dental graphic of the current tooth to present detailed analyses.

Measurements can also be added using VITA Easysystem Compact or Advance. Measurements with shade guides can be inserted. Further development of these programs takes place on an ongoing basis with a view to ensuring improved shade communication. Using a special analysis function, the dental surgeon can, for example, display translucent areas of dentition more clearly, all at the touch of a button – yet another improvement in communication between those involved in shade taking and those who fabricate restorations. The developers also paid close attention to modernizing the management of patient data. This allows dental practices and laboratories to benefit from clear documentation and to work on the basis of careful communication of patient data. This new standard is not just the cornerstone in successful shade reproduction, it also provides the prerequisite for effective quality management.

G-aenial Universal Flo an innovative concept in composite restorative

G-aenial Universal Flo

G-aenial Universal Flo is a material that demonstrates the benefits of flowability and easy placement combined with the reliability of superior physical properties.

New concept, new composition

GC developed an entirely new concept in the form of G-aenial Universal Flo. It benefits from a composition that features a unique filler technology. It has a higher filler load and a homogeneous dispersion of fillers. The resulting improved strength and wear resistance are two key features of this product, opening up the potential for a broader use than standard flowables.

G-aenial Universal Flo

G-aenial Universal Flo is radiopaque and features high viscosity, making it more suitable for class I to V restorations. Essentially, it looks like a flowable but behaves like a restorative. Its indications are for direct restorations, minimum intervention caviities and fissure sealing.

G-aenial Universal Flo features include:
- physical performance of a regular composite
- Flows smoothly for easy placement
- Highly dextrous behaviour, not runny and stays neatly in place and holds its shape
- Unsurpassed speed and ease with which a gloss is obtained, virtually self polishing
- superb invisible aesthetics without any compromises

Shade availability

G-aenial Universal Flo is available in the following shades:
- Outside shades: AE, JE
- Inside shades: A02, A03

Unique syringe design

G-aenial Universal Flo is dispensed through an ergonomically designed syringe that enables smooth delivery of the material, with a tapered tip that means no paste can stick to it. The syringe size provides a comfortable hold and the angled shape of the flange fits the hand ergonomically. The design also prevents material waste because minimal residual paste remains in the syringe after use.

www.gceurope.com
Handpiece manufacturer NSK aims for global leadership

By Dental Asia Pacific

Tokyo, Japan: It is no secret that the years since the global financial crisis have not been very kind to companies in Japan. First, the recession slowed business investments significantly down, then the negative effects of last year’s tsunami and the massive destruction it wrought almost brought the world’s third largest economy to a halt.

For NSK, one of the country’s largest dental manufacturers, troubles in the home market are its least concern because the company conducts most of its business elsewhere. According to president and CEO Eiichi Nakanishi, with whom Dental Tribune spoke at the company’s headquarters in Tochigi, more than 80 per cent of the company’s revenues are now generated by its operations outside of Japan.

In the last three years, NSK has been performing particularly well in mature markets such as Europe and North America, where it boosted its presence with the opening of its new headquarters near Chicago last year, despite unfavourable conditions such as high market saturation and the ongoing decline of the yen against the dollar. Since 2009, Nakanishi has also seen his company regaining its former market shares in Asia through centralised distribution and after-sales support offered by its Japanese offices in Tochigi and Tokyo.

NSK still manufactures most of the precision parts in-house.

“Each year, we have more and more orders,” Nakanishi explains. According to the 48-year-old, who has run the company since 2000, one of the major reasons for NSK’s strong market position, even in established markets, is its dedication to innovation and quality, combined with the excellent after-sales service it is able to provide to customers in almost every country except North Korea. But this hasn’t always been the case. Founded in the 1930s, the company had a rough start and operations were completely halted during World War II. Since the production of dental handpieces resumed in 1951, however, the company has grown extensively and now employs more than 700 people in its Japanese offices in Tochigi and Tokyo.

NSK still produces most of the precision parts in-house, which, according to Nakanishi, is one of the reasons that dentists now identify the company with high-quality products. “We employ many good engineers and marketing people who help us to constantly improve our brand and make it more attractive to dentists,” he says.

One of NSK’s recent innovations, launched at last year’s IDS in Cologne, for example, is the Ti-Max X series, a durable premium handpiece that is claimed to have the smallest heads and necks in the industry, as well as an exceptionally low noise level and virtually no vibration. The Surgic Pro surgical micromotor has also received much interest, particularly by dental implant surgeons, and is now distributed alongside systems by major implant manufacturers. NSK asserts it pays close attention to the needs of its customers, a philosophy that hasn’t always been the case. Founded in the 1930s, the company had a rough start and operations were completely halted during World War II. Since the production of dental handpieces resumed in 1951, however, the company has grown extensively and now employs more than 700 people in its Japanese offices in Tochigi and Tokyo.

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Moving into other markets is conceivable but unlikely to happen anytime soon, Nakanishi says. Even though his company has begun to enter new areas in the last decade with the launch of instruments such as ultrasonic scalers and polishers, its core business will remain dental handpieces and other small-motor equipment. “When it comes to handpieces, we have produced more innovations than our competitors,” he remarks. “Our goal is to become the No. 1 company worldwide in this segment.”

International recently had the opportunity to speak at the company’s headquarters in Tochigi, more than 80 per cent of the company’s revenues are now generated by its operations outside of Japan.

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