Jordan toothbrushes are designed for excellence

By Jordan

Over the years Jordan has received numerous awards for design excellence, also for their unique range of children’s toothbrushes, Step by Step.

Jordan is a Scandinavian brand of oral care products that are distributed globally. Depending on the region they can be found in food, drug or pharmacy outlets. The company was founded in 1837 and started production of toothbrushes already in 1927. Today Jordan is the market leader in toothbrushes and dental floss and sticks in the Scandinavian markets and has a strong presence in many markets worldwide, including the United Arab Emirates.

Jordan products are made with quality, safe materials and are designed for performance and comfort. Motivating usage is important to Jordan and encouraged in all their ergonomically designed products. Jordan has a range of products to suit the different physical and aesthetic preferences of the global consumer. Jordan’s Step by Step range of toothbrushes has been the best-selling children’s brush in Scandinavia, and many other markets, since the launch in 2006. GeriljaWorks designed the two toothbrushes for children aged 2 years and up. “For us the development of the brushes was a fun challenge. In addition to making dental hygiene enjoyable, it was especially important to maintain optimal user-friendliness for both parents and children,” says Markus Høy-Petersen of GeriljaWorks.

The iconic shape of Step 1 has been an international breakthrough in children’s toothbrush design. It is designed for both parents and babies to hold and navigate around the mouth. “Playful design that really works is fundamental in our mission to create good brushing habits that will keep teeth clean and healthy for life”, says Michelle Wentworth (International Marketing Manager for Jordan). “We know that one in five five-year-olds, along with over half of all 12 year-olds, have cavities. While the authorities have put the spotlight on diet and sugar consumption among children, Jordan wishes to put good routines for dental care on the agenda. By introducing toothbrushes that are carefully adapted for each age group - both in terms of functionality and motivation - Jordan seeks to inspire children and their parents to improve their children’s dental health,” says Mrs Wentworth.

Jordan's Step series is a range of toothbrushes specially developed to best meet the challenges of toothbrushes for children aged 2-12 years and up. “For us the development of the brushes was a fun challenge. In addition to making dental hygiene enjoyable, it was especially important to maintain optimal user-friendliness for both parents and children,” says Markus Høy-Petersen of GeriljaWorks.

“Whitest” is designed to gently polish your teeth

DUBAI, UAE: Sirona in collaboration with Centre For Advanced Professional Practices organized the first of its kind, CEREC DESF Fest last September in Dubai. Dental Tribune MEA interviewed Dr. Amro Adel - Area Manager GCC & Pakistan, Country Manager Saudi Arabia for some feedback on the event and the plans for Sirona in 2015.

Dental Tribune MEA: Dr. Amro, congratulations on yet another successful year. The highlight of the year must have been the CEREC Desert Fest. How do you reflect back on this unique event for Dentists & Dental Technicians?

Dr. Amro Adel: CEREC Desert Fest in Dubai was a dream project to work on together with the successful collaboration of CAPP. It took us 3 years to decide the concept and it proved its worth. It became a concept of bringing a variety of CEREC expertise from various parts in the world to Dubai to present their experience and share the knowledge of CAD/CAM & Digital Dentistry. Our target group were Dentists and Dental Technicians from the region and we invited current and future users to register. CAPP was our trusted partner due to our long lasting partnership in the area over the past decade. They have the right experience in bringing the latest education in dentistry to the end-users. We have cooperated with CAPP since the 1st CAD/CAM & Digital Dentistry Int'l Conference 10 years ago in Dubai. The Desert Fest is the first step in the foundation of bringing a concept of CEREC events in the region on yearly basis. This year was the CEREC Desert Fest, in the years to come we will showcase...
A decade ago Sirona took part in the 1st CAPP event in the region, what was it like?

During the 1st CAD/CAM & Digital Dentistry Int’l Conference we started with 180 delegates, one old model CAD/CAM machine without a stand and in 10 years time Sirona is the biggest company representing the topic of CAD/CAM & Digital Dentistry in one of the biggest hotels in Dubai – Jumeirah Beach Hotel. We will keep on going, continue to improve and deliver the best, we learn from our mistakes and we listen to the feedback of our previous guests and clients to bring them always the latest in dentistry. It is my pleasure to see that the CEBEC users in the region welcomed the topics we have offered and that they are focusing more on advanced courses and hands on showing demand for knowledge. They are interested to take advantage of CEBEC and help their practices grow while providing top notch quality to their patients.

Dedicated practical courses are in demand for dentists and dental technicians. How will you supply this?

At Sirona it is always important for us to reach the needs of the client and focus on showing potential user how they can benefit. For these reasons we are planning to have beginner and advance courses throughout the year during the main events where we are present such as the CAD/CAM & Digital Dentistry Int’l Conference in May as well as the Dental Facial Cosmetic Int’l Conference in November, both in Dubai. This was the feedback from the CEBEC Desert Fest event. The thought behind the concept was taken during the CEREC Desert Fest. We brought together several school concepts including American School (Dr. Todd Ehrlich, USA and Dr. Daniel Vasquez), the German school (Prof. Wael Att, Germany and Dr. Bernd Reiss, Germany) as well as the Czech School (Dr. Todd Ehrlich, USA and Dr. Daniel Vasquez), the German school (Prof. Wael Att, Germany and Dr. Bernd Reiss, Germany) as well as the Czech school (Dr. Josef Kunikla, CZ) who all provided their experience and knowhow through their panel show presentations and hands-on workshops. There are different ways in approaching the way the CEBEC software runs and in different parts of the world this is presented differently. Starting with the American approach delegates were able to understand how fast they can enjoy a return on their investment with facts including hints and tips. Followed by the German approach which was more focused on understanding the software in a professional way and making sure you use all possibilities of the software and understand the science behind the software which was ‘Made in Germany’. We also managed to present the President of the Czech Society of CAD/CAM Dentistry who delivered a fantastic concept on Smile Design sparking up interests and discussions on designing anterior cases to improve patients function and esthetic. Dental Technicians also enjoyed a full day program with

Muhammed Al Zuubi, Canada who presented how the inLab system works again with basic and advanced techniques of designing dental restorations.

Sirona recently released the new InLab MC X1: Dental Lab. This promises to be a game changer?

The MCX will definitely be a game changer, the Dry and wet milling and the 5 Axis mechanism will deliver a new concept for a CAD/CAM Lab users. The trust in the unit by our customisers in the GCC Region was appreciated by lots of orders yet the unit is still in the first phase of production after the launch which took place last November 2014.

Sirona continuous to grow in 2015 in the MEA region, what next?

Sirona trusted and will always trust the MEA region as one of our stable markets especially the GCC & Saudi. As we had since 8 years our scientific and training facility in DHCC, Dubai. We are in the process of opening a Sirona UAE office as part of our support to the GCC region, the office will be a Sirona Direct sales & service company and we hope that this will be completed by February 2015. This will be the first direct sales office for Sirona in the region which indicates how important this region for us.

Sirona in the region which indicates how important this region is.

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Opening the CEREC Desert Fest last September

Breaking Strength

Dr. Amro Adel, Area Manager GCC & Pakistan, Country Manager Saudi Arabia Sirona Dental GmbH opening the CEREC Desert Fest last September

Breaking Strength

Dentistry Int’l Conference in November, both in Dubai.