“For more than 125 years, Ritter provides high quality products – ‘Made in Germany’”

By Dental Tribune MEA

Dental Tribune MEA: Chris-
tian, during the last 6th Den-
tal Facial Cosmetic Implant Con-
ference in Dubai we witnessed a new impulse with Ritter. What is the reason for the new fresh look in the MEA region?

Mr. Christian Findeisen: Indeed a lot of changes and new movements have happened within Ritter in the last months. First and foremost Ritter acquired the dental manufacturer EGNER, also based in Germany. This acquisition will strengthen our position in the international dental market and bring innovative impulses into our structure. The EGNER Dental-Manufacturer (formerly known as GIRADELLI) has been well known and established in the dental market for decades. Originally known for the production of its x-ray film processors, EGNER expanded the product portfolio by newly developed dental treatment units. This merger initiated the process for a new and common orientation in all segments. Consequently we are moving the company philosophies, sales strategies, product ranges and market-
ing approaches. We intend to combine the long term experience of both companies with a young and fresh approach. The final concept, which will also include product developments and news, will be presented in the early stages of next year.

What is the main strength of Ritter and what can you offer to current and potential customers?

Ritter is one of the oldest prestige brands of dental chairs worldwide. For more than 125 years Ritter provides high quality products – ‘Made in Germany’, for modern dentistry with great innovative aspects. Users worldwide benefit from Ritter’s large experience and reliability. Our products enjoy the reputation of being extraordinary solid, long-living and extremely easy in maintenance and service. Moreover Ritter is one of the last owner-managed companies. This enables us to be more flexible than most of our competitors and to offer individual service and product solutions for our customers.

How do you plan to expand your presence in the MEA region for the coming years?

2014 was an important year for Ritter in the Middle Eastern countries. Personally I started developing the market at the beginning of the year. In June we started our exclusive partnership with Henry Schein, which opened up wide opportunities and a wide network of sales and distribution channels for Ritter. With this strong partner at our side we intend to develop the Middle Eastern countries further and become step by step the main brand for dental chairs and devices in this region. This will certainly also include the enlargement of our Ritter Sales and Service Team within the next years.

How has the partnership with Henry Schein and your new distributor Schein Technolo-
gies effected Ritter for the region?

Having started our exclusive partnership with Henry Schein in the course of 2014, we have great plans for the coming years. We are delighted to set up our latest sales and service approach with such a strong and internationally experienced partner like Henry Schein. Our common aim is to provide high-quality dental equipment – made in Germany – at an interesting price-performance, combined with personal consultancy and comprehensive local services. We believe, that the mix of local background and knowledge of two global companies will be the gateway to success. Henry Schein Middle East LLC is based in Dubai directly. All customer requests can be handled locally, in a quick and flexible way. The technical engineers are specialized in the installation and service of dental equipment. Moreover Henry Schein provides a strong network of dedicated Henry Schein distributors in each country. The experienced Ritter Export Managers support all activities continuously. The customers receive a full-service spectrum of care. We already realized a great launch event in Dubai and a wide range of activities and will spread these out widely. Also the upcoming AEEDC in Dubai represents a good opportunity to show our common strengths. We strongly believe that this partnership will create a wide range of synergies and services from which our clients will benefit.

With IDS Cologne coming up, can we expect some novelties from Ritter?

Of course we will present novelties in the fields of dental units, x-ray devices and compres-
sor/air. We are more than proud to show our new and modern dental unit ARIA SR with outstanding design opportunities and convincing qualitative aspects for every user. More detailed information about the new products will follow as soon as possible. And the charming thing is, that we will already present them for the first time at the AEEDC in Dubai in Feb-
uary. This means, that the Mid-
dle Eastern countries will be one step ahead.

What do you expect from Dental Tribune as your Media partner for the coming years?

We are very excited with the platform Dental Tribune MEA offers to Ritter and Henry Schein. Our expectation is that together we will be able to satisfy the needs of the dental professionals in the MEA region and bring forward the latest education, science, latest technologies and support needed to enable all stakeholders to benefit together with the end goal being top quality and sustainability.

Help your patients love their smile.

The introduction of colored, highly translucent zirconia like Zirlux FC2 allows laboratories to deliver extremely aesthetic restorations to their dentists which is ultimately what gives the patient something to smile about.

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The ideal support for stunning indications and predictions.
Henry Schein plan and strategy is to cover all the requirements for the end users in the Middle East

By Dental Tribune MEA

Dr. Ghassan Hussein, Sales & Marketing Director (Henry Schein MEA)

Dr. Ghassan: I joined the Henry Schein team in October 2010 and immediately we established the Henry Schein private label and exclusive brands (the companies that Henry Schein own) and then we start with a new profile in middle east. We appointed a strong network of dealers all over Middle East and in the last four years we worked on completing our profile by adding new companies to supply the end users with the full requirement from A to Z whilst improving our dealer services and delivery to reach customers with maximum satisfaction.

Can you elaborate on Henry Schein Middle East and your portfolio as a company?

In Henry Schein Middle East we cover now all the requirements for the end user in dentistry through the following lines:

- General consumables, dental materials and instruments (Henry Schein private label line including over 8000 products - www.henryschein.com)
- Orthodontic line of products (Ortho Organizer, Glass One and Metal - www.orthoorganizers.com, www.metalortholino.com)
- Lab materials (Zahn Dental and Pentron Ceramics - www.zahntental.com)
- Hand pieces and small equipment (BA International - www.bis-international.co.uk)
- General spare parts and services (Handpiece Headquarter - www.handpieceheadquarters.com)
- Dental Units, general equipment and Furniture (Ritter Concept - www.ritterconcept.com)
- CAD/CAM systems:
  - Clinical: PlanScan, PlanMill and X-Ray Cone Beam systems (Planmeca - www.planmeca.com)
  - Lab: Connect dental form (Zahn Dental - www.zahndental.com)
  - CAD/CAM consumables: Zirfix line (Zahn Dental www.zirfix.com)
- Endo Rotary and Burs (Brasseler Dental - US - www.brasseslerusa.com)
- Compressors, suction and phosphoric plate scanners (Air Techniques - www.airtechniques.com)
- Dental Management Software (Software of Excellence - www.soedental.com)
- Dental laser and specialized material (CAO group - www.caogroup.com)
- We continue to add more companies to deliver the large variety that the end users are demanding for. Our goal is to be able to supply a full chain of solution to our customers.

What is your impression of the level of dentistry in the MEA region?

The level of dentistry in the region is growing very fast in all divisions and branches. This area is considered to be an entry point for other regions in the world and this is the main reason why Henry Schein puts wide attention and investment to support and service dentistry in the MEA region.

What impact has digital dentistry had in the MEA region?

Digital dentistry become a vital topic in the Middle East market and Henry Schein places it as a high priority in our profile. With this being said, Henry Schein has launched the only open complete CAD/CAM clinical and Lab system in the market from Planmeca and Zahn Dental with Zirfix complete CAD/CAM consumable solutions along with the dental management software from SOE and the cone beam system from Planmeca.

How important is Education for Henry Schein Middle East and what are your plans for the coming year?

Henry Schein is considered a leading company in the education line along with supplying most of the universities around the world with the basic and high scientific required materials and equipment. We are preparing a full education program to cover the following subjects:

- Cosmetics and Prosthodontics
- Orthodontics
- Surgery and Implantology
- Endodontics
- CAD/CAM Technologies

With a certified degree supported by a well-known University in the scientific field, we are planning to announce the details of this launch during the upcoming AEECD 2015 for the first time.

2014 was a strong year for Henry Schein and you have added new companies to your portfolio such as Planmeca and Ritter; can you explain the partnership?

The Henry Schein plan and strategy in Middle East is to cover all the requirements for the end users with the best scientific and economic solutions. This is why we keep adding to our profile the top companies to be able to serve the end user. We signed an exclusive distribution agreement in the Middle East with Ritter concepts (for their dental units and equipment) and with Air Techniques (for their air compressor and suction phosphoric plate scanners) as well as with Planmeca for their CAL/CAM clinical system and Cone Beam which we are very proud of. We are planning to add more companies in the coming years.

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Figure 1: 2D periapical radiograph of previous RCT on tooth #3