Wrigley loses market share against Cadbury Trident

LONDON: Cadbury Schweppes, a large confectionery and beverage company based in the UK, claimed it has succeeded over Wrigley after revealing that Trident is now a bigger brand than its famous purple-packeted Dairy Milk chocolate.

A worldwide marketing campaign led to a 26 per cent surge in sales of Trident in 2007, according to Cadbury, with more than US$1 billion, double the level that it boasted when Cadbury bought the brand in 2003. According to Todd Stitzer, chief executive at Cadbury Schweppes, Trident is now their largest global brand. “Moreover, we believe Trident still has significant growth potential,” he told The Times in London.

Trident currently has a 10 per cent market share in Britain, where Cadbury spent US$201 million on launching the product in 2007. At that time Wrigley had 98.4 per cent share in the UK and the market was declining at a rate of 4 per cent a year.

Analysts believe that it could take time for the group to generate significant profits from the brand in Britain, yet industry experts believe that Cadbury’s distribution network and sales force on the high street mean that it is the best-placed of any confectionery group to threaten Wrigley, the American giant, in the coming years. Wrigley has answered Trident’s launch by increasing marketing spending and signing sponsorship deals with the Barclay Premier League and Hollywoods, the television show. Trident’s success was one of the bright spots in another testing day for Mr Stitzer, who in the past two years has had to weather a series of setbacks at the company, from a salmoneella scare in the UK to fraud in Nigeria. In the coming year Stitzer said that the group would continue its product innovation as well as take brands to new markets. “We have lighten Blacks, the upmarket chocolate, will be launched in the United States in 2008, after Australia, the Irish Republic and South Africa.

Accelerade, the group’s sports drink, will be scaled back to specialist markets after its failure over the past year.

Sweden closes surveillance of Nobel Biocare implants

UPPSALA: The Swedish Medical Products Agency (MPA) has announced to have concluded its review of NobelDirect and NobelPerfect dental implants. The company behind the implants, Nobel Biocare, was requested to take measures to improve the operating instructions. This has been carried out and the implants can be sold again without restrictions, Agency officials said in a press release at end of February. The MPA reviewed NobelDirect and NobelPerfect during 2006 and found inadequacies in the instructions for use of the implants.

The MPA has also reviewed the results from the company’s three-year study of dental implants, as well as the results from another three-year study. Data confirm that the implants unexpectedly are often connected with early degradation of the dentine which is primarily because of the inadequacies in the instructions for use. The MPA has criticized inadequacies that are now corrected. At the same time, Nobel Biocare’s register of customer complaints shows that the dental implants do not differ negatively from the other implants in the company’s product line.

Google rival Microsoft in new personal medical record service

Reuters

ORLANDO: Google has unveiled a new plan for patients with their own medical records. At the 2008 annual Conference of the Health Information and Management Systems Society in Florida, USA, Chief Executive Eric Schmidt said that his company has signed deals with leading US hospitals and medical companies to automate InTouch Medical, Smart Stores Inc pharmacies, to help them securely share sensitive medical data.

A leading academic medical research centre, Cleveland Clinic, to test a data exchange that puts patients in charge of their records. Many other companies—such as IBM, Oracle Corp and Siemens—have already worked on such digitization and Google’s biggest rival, Microsoft, has recently introduced HealthVault, a hub to collect, store and share personal medical information on the internet.

While medical providers are covered by US privacy laws, there is little in the way of established privacy, security and data usage standards for electronic personal health records. Google said it is prepared to resist fishing expeditions by lawyers seeking to subpoena personal medical records stored on Google Health. Last year, it went to court to defeat an effort by the US Justice Department to request some Google search records.

Schmidt said, “It’s very gratifying to be admired for our business practices and the quality of our company, and we are honoured to be recognized along with some of the most respected companies in this country,” notes Stanley M. Bergman, chairman and CEO, Henry Schein.

“This is particularly special because we were selected by the people who know us best: senior executives, outside directors and industry analysts who are familiar with Henry Schein and our competitors within the industry. This designation is a source of great pride for over 12,000 team Schein members around the world, whose collective commitment to customer service and giving back to society has made this achievement possible.”

To determine its most admired rankings, Fortune Magazine and its partner, Hay Group, surveyed Fortune 1,000 and 500 companies, as well as the top foreign companies operating in the US. The survey included 122 companies in 64 industries, are posted on Fortune’s website (http://money.cnn.com/magazines/fortune/mostadmired/2008/index.html) and were published in the latest issue of Fortune Magazine.

Henry Schein ranked number one by Fortune Magazine

MELVILLE: Henry Schein Inc, the largest distributor of health care products and services in the combined North American and European markets, has been ranked number one in the “wholesalers: health care” industry in the Fortune 2008 list of America’s most admired companies. The findings of the survey were included in the Fortune Magazine.

Contributing to Henry Schein’s top overall ranking in its industry, were number one rankings in seven of the survey’s eight key attributes of reputation: innovation, use of corporate assets, quality of management, financial soundness, long-term investment quality, products and services, and social responsibility. This marks the fourth consecutive year that Henry Schein has been named number one in its industry for social responsibility.

Mr Schein said, “It’s very gratifying to be admired for our business practices and the quality of our company, and we are honoured to be

Global 500 companies, as well as the top foreign companies operating in the US. The survey included 122 companies in 64 industries, were posted on Fortune’s website (http://money.cnn.com/magazines/fortune/mostadmired/2008/index.html) and were published in the latest issue of Fortune Magazine.

Henry Schein ranked number one by Fortune Magazine

MELVILLE: Henry Schein Inc, the largest distributor of health care products and services in the combined North American and European markets, has been ranked number one in the “wholesalers: health care” industry in the Fortune 2008 list of America’s most admired companies. The findings of the survey were included in the Fortune Magazine.

Contributing to Henry Schein’s top overall ranking in its industry, were number one rankings in seven of the survey’s eight key attributes of reputation: innovation, use of corporate assets, quality of management, financial soundness, long-term investment quality, products and services, and social responsibility. This marks the fourth consecutive year that Henry Schein has been named number one in its industry for social responsibility.

Mr Schein said, “It’s very gratifying to be admired for our business practices and the quality of our company, and we are honoured to be recognized along with some of the most respected companies in this country,” notes Stanley M. Bergman, chairman and CEO, Henry Schein.

“This is particularly special because we were selected by the people who know us best: senior executives, outside directors and industry analysts who are familiar with Henry Schein and our competitors within the industry. This designation is a source of great pride for over 12,000 team Schein members around the world, whose collective commitment to customer service and giving back to society has made this achievement possible.”

To determine its most admired rankings, Fortune Magazine and its partner, Hay Group, surveyed Fortune 1,000 and 500 companies, as well as the top foreign companies operating in the US. The survey included 122 companies in 64 industries, are posted on Fortune’s website (http://money.cnn.com/magazines/fortune/mostadmired/2008/index.html) and were published in the latest issue of Fortune Magazine.