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Dental Tribune International debuts new media

Fred Michmershuizen

Chicago, IL, USA: In 2010, the Chicago Dental Society (CDS) will move its annual Midwinter Meeting to the west building at McCormick Place and will shorten its meeting to three days. Exhibits and courses will open on Thursday morning and close on Saturday evening.

With the new facility in the west building, the CDS will also be able to house all courses and exhibits in one building. The 2010 event will be held from 25 to 27 February in Chicago in the US.

According to event organisers, the Midwinter Meeting was recently chosen as offering the best cost-to-value benefit of any dental tradeshow in the US, as evidenced by 66 per cent of exhibitors responding to a post-show survey. The society's seven pavilions have already earned kudos from the Dental Trade Alliance, which called CDS "one of the most forward-thinking" show organisers. "These changes will make the meeting even more cost-effective and convenient for our attendees and exhibitors," said Randall Grove, executive director of the Chicago Dental Society, in a press release after the 2009 meeting.

Established in 1864, the Chicago Dental Society has more than 4,000 members in the Chicago area, making it the largest local affiliate of the American Dental Association. The society advocates for improving oral health care in the US and represents the interests of its members and the public they serve.

Access Pharmaceuticals, Inc. in the US has signed product development and distribution agreements for Milarad, a product for the treatment of oral mucositis, with the Korean company JCOM & DONG—A Pharmaceticals. The financial terms of the arrangement have not been disclosed.

Johnson & Johnson in the US is sponsoring the Listerine Mobile Mouth Muck in Malaysia. The project is part of the company's Complete your Daily Oral Care with Mouthwash campaign, which is being conducted in conjunction with the Malaysian Dental Association.

Biodase Technology, Inc. in the US will begin distribution of its laser products for dentistry in Australia and New Zealand through its sole North American distributor Henry Schein, Inc.

The Singapore Dental Association has reported that it will continue to approve alcohol-based mouthwashes. Recent evidence from Australia has revealed that the long-term use of these mouthwashes can lead to an increased risk of developing oral cancer.

Align Technology, Inc. in the US is now marketing its Invisalign Teen orthodontic treatment aligners worldwide. To date, the system has only been available in the US and Canada.

Henry Schein, Inc. has announced the acquisition of Ortho Analysts, a privately owned manufacturer and distributor of orthodontics products with headquarters in Carlsbad in the US and subsidiaries in Australia and New Zealand. The terms of the transaction have not been disclosed.

The dental companies Kura-ray, GlaxoSmithKline, Unilever and Procter & Gamble have been included in the 2009 Global 100 Most Sustainable Corporations in the World list. Launched at the World Economic Forum 2005 in Davos in Switzerland, the annual Global 100 analysis makes the performance of various companies in several social, environmental and strategic governance issues.

KCM Holdings Corp. in the US has formed CT Dental Canada in conjunction with Leardn Tam & Associates, CT Dental Canada has been awarded the sole right to import dental laboratory work & associates from the CT International Dental Group in Hong Kong, CT plans to go public in both Canada and the US.

At present, the publishing group—with headquarters in Leipzig, Germany; New York, and Hong Kong—has a worldwide network of licensed publishing houses in more than 90 countries. This year, two new branch offices will be established in France and India. Local issues of DTI publications are currently available in all relevant markets, including Germany, the UK, Italy, Russia, China, Japan and the United States.

The DT Study Club, launched in conjunction with an online C.E. festival in March, has been designed as an online platform for advanced training. The clear, concise design of the Web site, www.dentaltribune.com, presents everything at a glance on just one page, and it is in English. Additional DTI Web sites for the more than 25 local editions in different languages will be available soon.

The primary focus of the information provided is news. "A great number of dentistry Web sites are currently available on the Internet. Most of them, however, are addressed to local target groups or focused on a daily basis, covering every single aspect of what’s going on in the world of dentistry with regard to science, politics and the industry. In addition to this news, we have videos, blogs, forums and useful search engines for products and events," added Oemus.

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HELSINKI, Finland: The Finnish dental equipment manufacturer Planmeca OY has signed another delivery agreement with the Prince Philip Dental Hospital (PPDH) in Hong Kong. The new dental units included in the delivery will replace the current dental equipment at the hospital’s paediatric department, the company said. The PPDH is a publicly funded teaching hospital that provides clinical teaching facilities for the undergraduate and postgraduate students of the Faculty of Dentistry at the University of Hong Kong.

With Horseley Co. Ltd, Planmeca’s local distributor in Hong Kong, Planmeca has announced the provision of 33 Planmeca Universal dental units, 4 Planmeca Compact C independent carts, and 37 Planmeca Chairs, all equipped with LED-operating lights, to the PPDH. The installation will take place in July 2009.

“Such agreements demonstrate that even in the extremely competitive Asian market, it is possible to succeed by offering high-technology products of superior design,” states Jouko Nykänen, Director of Export Sales. “Our role is to encourage the customer to follow and appreciate the technical development. The Prince Philip Dental Hospital expects products and suppliers to be truly competent, which has led us to succeed in competing for delivery agreements.”

The first delivery agreement with the PPDH was signed in 1998, and the current agreement is the fourth. After installation, the dental hospital will have a total of 212 Planmeca dental units. In addition to PPDH, Planmeca said to have signed a delivery agreement with the University of Maryland in the US for 27 Planmeca Sovereign dental units, 1 Planmeca ProMax 3DX-ray unit, and Triangle Furniture Systems' cabinetry.

“The products that meet the needs of the customers and the ability to keep our promises are behind these renewed agreements; for us, these latest agreements are a clear signal indicating that the customer is satisfied with our products and services in the long run,” concluded Nykänen.

(Edited by Daniel Zimmermann, DTI)

LEIPZIG, Germany: The German company elexxion has signed a cooperation agreement with HealthCare Dental Ltd. Under the agreement, the Hong Kong-based dental supplier will be allowed to market and distribute elexxion’s wide range of dental laser systems to over 1,200 dentists in the Hong Kong area and Macau. The terms of the agreement have not been disclosed.

Products manufactured by elexxion use the latest dental technology on the market. The current elexxion delos product line combines a high-performance diode laser with an Er:YAG laser for use with most applications, such as oral surgery, bleaching or endodontics. With their claros systems, the company also offers a diode laser for the gentle treatment of tissue. The elexxion durus is an erbium laser system for treating hard dental tissue.

According to Liljenqvist, Hong Kong was chosen to serve as elexxion’s regional distribution centre for Asia. Among others, the company supported the 11th Congress of the World Federation for Laser Dentistry, which was organized in collaboration with the Hong Kong Surgical Laser Association in 2008. The company also has dealers in South Korea and Taiwan.

Elexxion shares increased by almost 20 per cent to €2.15 by the end of March. The company went public in 2002.