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 AEDC Dubai. You know that we are already very present in the Middle East, we have the AEDC 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), so we have a chance to visit us at these conferences to explore what new things Sirona is bringing to the market.

What are your clients' feedbacks in respect to what they are really looking for, focusing on their needs. We are not looking only for sales, we offer support on the scientific base and this is also something different that we deliver to the market. In addition, we also have lots of subsidiaries worldwide that dentists like. You look at the market in UAE and the market in Qatar, you will not only find local dentists but lots of international dentists move from all over the world to come to the region to work. So as long as we have our subsidiaries serving dentists outside the Middle East or even better, we give them another impression that we are doing better than the competition proving that Sirona from one region to the other are doing their best to support their customers. So we are gaining the trust of our customers bit by bit, and to my opinion this is what Sirona is looking for momentarily, to prove that we are the best, prove that Sirona is the real name 'Sirona The Dental Company' and at end of the day; unique products, dedicated people, and here we go.

In addition to the Dentists, Sirona also targets the Dental Technicians, an important part of the dental team. Could you explain what they are really looking for, focusing on their needs. We are not looking only for sales, we offer support on the scientific base and this is also something different that we deliver to the market. In addition, we also have lots of subsidiaries worldwide that dentists like. You look at the market in UAE and the market in Qatar, you will not only find local dentists but lots of international dentists move from all over the world to come to the region to work. So as long as we have our subsidiaries serving dentists outside the Middle East or even better, we give them another impression that we are doing better than the competition proving that Sirona from one region to the other are doing their best to support their customers. So we are gaining the trust of our customers bit by bit, and to my opinion this is what Sirona is looking for momentarily, to prove that we are the best, prove that Sirona is the real name 'Sirona The Dental Company' and at end of the day; unique products, dedicated people, and here we go.

The coming year, 2013, is a key year in the industry ourselves amongst the first companies in the entire GCC region, this means big support, big responsibilities, big planning. What are the plans for 2013?

Dr. Amro Adel: Well there’s always a plan for the GCC. We always have many services we provide to the dentists. We cherish the support of our customers and we always try to give them the best service possible. Nowadays we are very keen to give them try to give them the best service possible.

In the region here we have lots of professional dental technicians and the sector for dental technicians is actually a section that we are really focusing on at the moment, there is a full support from our CAD/CAM division to support our product, which is the inLAB CAD/CAM system, now considered to be one of the pioneering products in the market proving really good in lots of countries such as Kuwait, UAE and in Egypt, a long way through The Middle East. We have an excellent feedback about our products so far and what I can say is that we started to ranked very good in the market in the lab site, and the idea behind this, why we reached this point at the moment is because we are really focused. The dental technicians really need more support and they really need the companies to focus more on their needs. It is not just playing around with a computer saying I can design CAD & CAM, but it’s also the support that you get from the principle company, the support that you get out of them in the way that I can reach my goals, I can deliver: when I ask my customer to play for something he pays because he knows exactly what is quality. So I believe that the dental technicians will be playing an important role in our future, and the CAD/CAM system we’re delivering at the moment will be exactly like the clinical side more and more improved based on the feedback. We will be backing up the dental technicians for sure.

To summarize, Sirona not only offers the full total package with your solutions but also offers the full after-sales service which is even more important to dentists, dental technicians and dental clinics nowadays! We always have and will always do our best to do so.

Dr. Amro, is there anything else you would like to share with us?

Thank you very much, we are always looking forward to such kind of meetings, such kind of interviews where we can display a wide screening of what exactly the principles of the company are and what are we doing here in the region. We achieve our goals, we do our jobs and at the end of the day it’s our service, our excellent feedback about our products in the market proving really good in lots of countries such as Kuwait, UAE and in Egypt, a long way through The Middle East.

Thank you Dr. Amro Adel, we wish you all the best in the very important coming year for Sirona and yourself.
Sirona appoints new CEO

By Dental Tribune International

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(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
will be retiring, giving up his position as
executive officer of its US operations. Before that,
Slovin, 48, has served as Sirona’s president
and executive vice-president and chief operat-
ing officer of its US operations. Before that,
Slovin 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.

Jeffrey Slovin will be the new CEO of Sirona.
(Photograph courtesy of Sirona)

Jost Fischer has served as Chief Executive Officer of Sirona since April 2002 and has served as Chair-
man of the Board of Directors since June 2006

Making the dream better...

S

ince 1980; when Pr. W. Mör-
mann (University of Zurich) and
M. Brandestini invented the first
chairside CADCAM unit (CEREC)
and come out with the prototype then the
CEREC 1 in 1985 the dream just continued getting better.

From the questions:
Can we make a Chair-side CADCAM re-
storations? How durable will it be? How aes-
thetic can it be? Is it economically feasible?
Are dentists ready for this technology?

... Came other questions later on as the Dental World accepted this technology with opened arms.
All through the 80’s, 90’s and the beginning of the 21st Century, researchers continued their hard work and attempts to improve, coupled with the advancing Software and Hardware Technology, as well as the re-
markable improvements in the Science of Materials whether Dental Ceramics or Res-
in Cements.
So what exactly was done to make the dream better?

Intra-oral Scanners got more and more pre-
cise, accurate and easy to use
Softwares became much more sophisticat-
ed yet more user friendly than ever.
Milling accuracy reached a remarkable level.
With these 3 factors in mind (and years of research work showing an extraordinar-
Iy success rate), we can now take mul-
tiple intra-orals scans of the prepared teeth,
posing dentition and even the bite reg-
istration to form a True-colour 3D virtual model, without the use of a reflecting medi-
um (Spraying powder or painting liquids).
Use these models to design every little de-
tail of our restorations (whether inlays, on-
lays, veneers, crowns, bridges, attach-
ments, bars, abutments or whether importing
these images to 3D Cone beam C.T. for Implant planning), and then mill our re-
storations (in-house Surgical guides) with
great ease; making our patients visits eas-
ier and less time consuming while the Den-
tists enjoy an impression-free, bite registra-
tion-free and Temporaries-free work flow.
This is CEREC AC OmniCam, the latest gen-
eration of Chair-side CADCAM sys-
tems from Sirona.

Making the dream better... (Image 90x90)

Sirona moves headquarters in Austria

By Dental Tribune International

W

ALS-SIEZHEIM, Austria: Dental technology manufac-
turer Sirona Dental Systems opened its new headquarters in Wals-Siezeheim near Salzburg in Aus-
tria this week. The new facility, which also
boasts a nearby street bearing the compa-
ney’s name, will offer expanded capacity for
120 employees working in administra-
tion, financing, human resources, market-
ing and sales.

Much of the company’s production will still
be based in Berchheim in Germany, where
the company originated as a subsidiary of
industry giant Siemens over 50 years ago.
CEO Jost Fischer said that the opening of a
new, larger headquarters was necessary to
keep pace with the growth of the company.
“We have invested over USD250 million in
the last six years to keep ahead of the mar-
ket and to offer customers the most innova-
tive products,” he commented.

Sirona moved from Germany to Austria in
2007 and has since quadrupled its staff, ac-
cording to Fischer. Worldwide, the compa-
nay now employs 3,000 people in 28 subsidi-
aries and achieves global revenues of over
670 million annually.

Sirona has operated as an independent en-
tity in the market for over 15 years. Since
2004 and 2006, US-based Schick Technolo-
gies and the Danish specialist in dental hy-
giene products Nitram Dental have also be-
longed to the Sirona Group. In addition to its
dental CAD/CAM system CEREC, it has estab-
lished itself as a leading developer of high-tech dental equipment, including in-
struments, as well as a number of imaging
and digital treatment solutions. Recently,
the company unveiled a new intra-oral camera during its 27-and-a-half-year anni-
versary celebration in Las Vegas, among
other new products.
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. That’s it in the vision of our new CEO, ‘3M technology, embracing 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 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 Saudi Arabia.

We won’t keep you any longer Dr. Samer, you have a very interesting workshop to lead in a few minutes. To close off, please inform our readers what exactly will they be missing out during your workshop to day here at the 3M Innovations Center?

I think they will have a chance of attending another time because we conduct these on a regular basis, They will miss the workshop of Dr. Munir Silwadi. The partnership with Dr. Munir has been proven great over the past year. This is the first workshop we are working together, the main advantage is the experience that Dr. Munir brings in and the way we conduct it: Dr. Munir covers one part and I cover the impressioning part just to give the dentist a feeling of the different material and the different tips and tricks to make Veneer restoration successful.

Thank you Dr. Samer, we wish you good luck at your workshop and hope to see you again soon. Wishing you the very best with 3M in the future.

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Middle East and Africa
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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 quarter of 2012. The transaction is still 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 comprehensive range of products and systems for dentists and dental technicians. All-ceramics is one of the core competences of the company. With the takeover of Wieland Dental, the enterprise strengthens its position in the field of all-ceramic product systems.

Robert Ganley, CEO of Ivoclar Vivadent, 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 Ivoclar 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 veneering ceramics up to electroplating, the company offers individual laboratory concepts and systems solutions.

The products of Wieland Dental will represent an important addition to the product portfolio of Ivoclar Vivadent. Wieland Dental is to continue operations under its existing name and management.

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 revolutionary Philips 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 maximizing 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 per cent 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 air directed use of a water and air nozzle makes it easy to use, so consumers don’t have to compromise on dental hygiene due to lack of time.”

Philips Sonicare is the #1 recommended sonic toothbrush brand by dental professionals worldwide and is backed by more than 175 clinical trials. The Philips Sonicare goal is to create and develop meaningful, easy-to-use oral health innovations that are designed to achieve and maintain oral health throughout a lifetime, like Philips Sonicare AirFloss.

The Sonicare AirFloss retails at AED 499 and is available at leading pharmacies and retail outlets.
Communicating shade information clearly: Digital shade-taking devices substantially minimize risk

The word, four pairs of ears, four pairs of lips – and “blue” becomes “shoe” or “red” becomes “bead”. 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. 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 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 a color communication form. Here, the basic shade and other information is recorded in a single sheet or document. Usable findings 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 Easyshade 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 (graphic-based and plain text) on the teeth or photographic findings. Here, data management takes place on the same level as that of the shade guide, with the patient level being the highest. All personal data relating to the patient that has been recorded 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 edit tools such as lines, points or other shading on the digital graphic of the current tooth to present detail analyses. Measurements can also be added using VITA Easyshade Compact or Advance or shades taken 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 is a leader in dental materials technology which announced the launch of a unique composite restorative, G-aenial Universal Flo. This material contributes to the ever-expanding range of materials by GC that are available to dentists who want to give their patients the best aesthetic, functional and durable restorations. 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 homogenous 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 cavities and fissure sealing.

G-aenial Universal Flo is available in the following shades:
- Inside shades: AO2, AO3
- Outside shades: AE, JE

Shade availability

G-aenial Universal Flo is available in photographic form:
- 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 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. 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.

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.

New subsidiary in Singapore. Another significant contributor has been NSK’s European office in Germany, which accounted for almost one third of the 22.2 billion yen ($278 million) in sales the company reported in 2011.

“That is why economic conditions in our home market have little or no impact on our overall business. We really think globally,” 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 Z 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 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 has resulted in products such as the S-max pico, which was developed solely for the treatment of patients with smaller mouths, such as children.

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.”

5Shape Dental System™

A timeless solution that grows stronger rather than growing old

An impression & model scanner for every lab
The D800 scanner, with two 5.0 MP cameras, provides high accuracy and captures textures and pencil markings. The fast and robust D700 is for productivity and the D500 for an easy entry into CAD/CAM.

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Get a precise and productive tool for designing sophisticated implant bars and bridges for both removable and fixed prostheses. Enjoy also Denture, New Abutment Designer™, Post & Core, Orthodontic appliances and much more.

iRIS® Inbox & 3Shape Communicate™
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