Hoggies Eyewear success at BDTA 2010

Blackwell Supplies dedicated to the response from delegates to its showcase of Hoggies specialist dental hygiene range during this year’s BDTA Dental Showcase at London’s ExCeL in October.

Delegates visiting Blackwell at the ExCeL stand were impressed with the ergonomic design and superb quality in its innovative new range of optical frame products, now available online.

Designed to offer unparalleled protection from fluids and other contaminated fragments, the aphrodisiac-quality lens in Hoggies hygiene ensure that clear vision is retained.

Blackwell Supplies was delighted with the response it received from many of the 1,000 BDTA Showcase attendees who visited the stand and look forward to next year’s event being an even bigger success.

For more information please call John, hugh@blackwellsupplies.co.uk 020 7224 1457, fax 020 7224 1664 or email john.penelope@blackwellsupplies.co.uk

DENTSPLY tails its stand to reflect dentists’ needs at BDTA 2010

DENTSPLY tailors its stand to reflect dentists’ needs at BDTA 2010.

As part of the company’s ongoing efforts to work hand-in-hand with the dental profession, DENTSPLY attended several events in the United Kingdom including this year’s British Dental Trade Association Showcase 2010 to try to accurately understand the needs of their clients.

Delegates explored DENTSPLY’s innovative new endodontic and restorative products, including the revolutionary SDR ™ (Smart Dentine Replacement). The print display advantage of cleaning methods such as string floss, which are particularly challenging to demonstrate during live presentations, was very well received and caused a wave of sign ups from every section of the profession. The most attractive offer by far, year after year and one of the most popular is the Practice Kershner, allowing up to 10 members from one practice to join together for an annual fee of only £799 (special offer £131).

Delegates also observed the company’s experienced team of dentists demonstrate how best to use the items in each range.

The new DENTSPLY Academy also proved to be a talking point among delegates, which combined educational events, webinars,的传统 and online learning packages. DENTSPLY is dedicated to raising clinical standards in dentistry and, as such, its Academy offers a range of CPD training and events to inspire and educate dental practitioners at all stages of their career.

For more information or to book an appointment with your local DENTSPLY Product Specialist call 0800 372 3135, email senpyuk@dentsply.com or visit www.dentsply.co.uk.

Intelligent design at the BDTA

Genus Dental can create an accurate, full-colour portrayal of how your finished practice renovation or refurbishment will look. Attendees learned how they could use the package to alter the layout of the space and see how it would look with different lighting schemes.

Genus offered advice to delegates on topics such as HTM 01-05 compliance and how to create additional space and improve practice logistics. As well as creating different styles with lighting, colour and furniture arrangements.

In today’s current competitive climate, it is imperative that dentists secure patient loyalty whilst also increasing numbers. An outstanding first impression by making you practice both stylish and memorable, is a way to do just that. This is where the expert advice from Genus becomes so invaluable when creating your unique practice.

For further information call Genus on 01582 843444 or email chris.davies@genusgroup.co.uk or visit www.genuinestore.co.uk.

BDTA Show Review

November 8-14, 2010

4everlearning gets record sign ups for ‘New Year, New Ideas’ online learning with CPD and still to test its virtual showcase stand which was one of the most visited stands at the show this year with delegates queuing to try the new interactive virtual CE learning platform called 4everlearning Unlimited, CPD, which also includes Core Subjects. They had to queue up on Friday morning, October 8, by extra computers to cut down waiting time in the queue as to join this dynamic showcase in time.

Now for 2010 included the introduction of iCeD for reading an online interactive electronic Dental e-zine. This year’s design was changed to make the magazine easier to read on line, using a high definition layout. Many of the articles have been moved to the online platform, enabling dental professionals to log their Core Subjects in their own time, which logs both time and areas of study in 15 minute blocks, enabling dental professionals to record their CPD online. This year they have also introduced clinical videos which was very well received and caused a wave of sign ups from every section of the profession. The most attractive offer by far, year after year and one of the most popular is the Practice Kershner, allowing up to 10 members from one practice to join together for an annual fee of only £799 (special offer £131).

Delegates also observed the company’s experienced team of dentists demonstrate how best to use the items in each range.
What a show for Quicklase Quicklase! Quicklase kickstarts its show days to the trade and public alike. The more 21 is sold at £1780 up at great a opportunity for dentists to grab a bargain!

In addition, Quicklase launched their new “Local” whitening for both in-surgery PerioSure and home Carbonate whitening, selling from just £40-50 per patient certainly pulled in the crowds attracting both old and new customers. The teeth whitening brand built on all its positive feedback and fast whitening. They are the most economical kits sold in the market and supersede the other kits on the market.

Call 01223 790099 for further offers on www.quicklase.com.