3D Printing in Dental: Ready for Adoption by the Majority

By Rik Jacobs, The Netherlands

Last year I published an article on LinkedIn: “3D Printing: Sustainable Additive Innovations transforming the Dental Industry.” In this article, I shared my vision and journey to redefine digital dentistry with innovations in additive technology. It summarized 10 years of advancements that have culminated in the NextDent 5000—a plug-and-play system with a trusted connection, hardware, firmware, software and biocompatible, certified dental materials.

Beyond biocompatibility, the most important requirement for a dental technology or product is quality assurance in terms of accuracy and fit. In order to improve oral care, predictable quality and the performance of a medical device is necessary. As a result, the dental industry has transitioned from cumbersonase analog solutions to digital subtractive technologies. In looking at analog versus digital techniques, it was obvious to me that stable quality became more critical as the benefits and outcomes we anticipated in terms of speed, accuracy and cost. Even more exciting, however, was the positive activity in regards to things we hadn’t even thought of. For example, we saw the birth of the “DentalCompare” category which rapidly grew to over 200 entries. This group is comprised of thousands of bright dental industry professionals who share their experiences and knowledge with one another. We’ve seen this group experimenting with new indications in light of the NextDent 5000’s capabilities resulting in impressive applications such as just-in-time production or new indications like full arch implant bridges and dentures on implants.

A successful worldwide distribution would not have been possible without our highly knowledgeable and responsive resellers, who are also qualified as certified medical device distributors. We made a conscious decision as part of our strategy to only work with qualified, certified dental and medical device distributors. Additionally, we chose resellers who have proven themselves to be experienced dental CAD/CAM service providers. We believe the certification, experience and expertise to what the dental industry achieved in the last 10 years that preceded them. I couldn’t have been prouder when we shipped our first NextDent 5000s to our end users, and have been delighted with the reports from labs and clinicians on how it’s transforming workflows and capabilities. Much of the feedback was validation of the benefits and outcomes we anticipated in terms of speed, accuracy and cost. Even more exciting, however, was the positive activity in regards to things we hadn’t even thought of. For example, we saw the birth of the “DentalCompare” category which rapidly grew to over 200 entries. This group is comprised of thousands of bright dental industry professionals who share their experiences and knowledge with one another. We’ve seen this group experimenting with new indications in light of the NextDent 5000’s capabilities resulting in impressive applications such as just-in-time production or new indications like full arch implant bridges and dentures on implants.

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New corporate design for W&H

W&H has a fresh new look: the renowned medical technology company has a new, even more modern corporate design to go with its new strategic orientation.

By W&H

Under the motto, ‘Simple. Clear. Modern.’, W&H has created an image that shows it’s ready to take on the future. New logo, new font, more designs and colours – perfect for all digital channels. The aim of the relaunch was to achieve a gentle, but still clearly noticeable change that would outwardly reflect the rapid development of the W&H Group whilst staying close to the W&H core values.

“W&H has developed from a supplier of products into a provider of solutions, and is offering more and more digital solutions to support everyday practice. W&H’s product range boasts innumerable innovations, with products that are easy to use, reliable and feature a modern design. This is exactly what should be reflected by the corporate design. The new design strengthens W&H’s profile in relation to its competitors. W&H has also defined individual brand identities for the new business areas W&H Med and W&H Vet,” says Anita Thallinger, Director of Marketing, on the subject of the new corporate design.

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W&H logo remains the central element

The corporate design, which was produced in collaboration with Gerhard Andraschko-Sorgo and his design and advertising agency “Linie 3”, immediately catches the eye. The central element of the W&H logo, the hexagon shape, remains the same. However, the design is now clearer and more focused. Together with the new corporate font “Neue Helvetica World”, W&H’s look has been given a new burst of energy thanks to a range of additional colours that complement the traditional apple green, as well as a modern image and design language. In order to create a clear distinction between the two new business areas W&H Med (human medicine) and W&H Vet (veterinary medicine), the former features a dazzling cyan blue, and the latter an eye-catching turquoise green.

Experience W&H online

For W&H, usability for customers is essential. Which is another factor that influenced the new corporate design. As part of the relaunch, the website has also been revised. It is now fully responsive, looks much more modern and has more space for products and digital content. Large images and a new navigation tool make browsing much easier and encourage customers to explore the world of W&H. “Our international websites have featured the new corporate design since the middle of March. By the end of the year, the new corporate design will be visible across all channels and countries”, says Anita Thallinger on the relaunch of the wh.com website.

For more information, please visit: wh.com
3Shape wins two Red Dot design awards

By DTF
COPENHAGEN, Denmark: 3Shape, a global leader in 3D scanners and CAD/CAM software solutions, has received two prestigious Red Dot awards for high-quality product design. The two design awards were presented to the just-released 3Shape TRIOS 4 intra-oral scanner and the TRIOS MOVE+.

The 3Shape solutions were selected by the Red Dot global jury from more than 5,500 entries. The distinction marks the fifth and sixth 3Shape solution given a Red Dot product design award over the past three years.

Nikolaj Dechmann, 3Shape co-founder and co-CEO, said: “We are very proud to receive the Red Dot awards and appreciate the jury’s recognition. The awards not only highlight the value of our solutions, they also celebrate our company’s design philosophy. 3Shape creates solutions to enable dental professionals to better care for their patients. But an important part of that is making sure that the form and function of our solutions is equally outstanding. The Red Dot awards acknowledge this.”

3Shape TRIOS 4 is the world’s first intra-oral scanner that allows for timely detection of both surface and interproximal caries with a single scanner. Now with the release of the brand new TRIOS 4, intra-oral scanners will no longer be used only for restorative and orthodontic applications. These are diagnostic applications that do not emit radiation. The wireless TRIOS 4 delivers its carries innovation without compromise to ergonomics or an increase in the size and weight of the scanner.

3Shape TRIOS MOVE+ is one of three hardware set up options for the TRIOS intra-oral scanner. TRIOS MOVE+ now features a larger 15.6 in touch screen attached to an arm and an elegant, easy to move stand with a mounted PC. Dentists can easily move and position the TRIOS MOVE+, as well as use its touch screen as a canvas to design and discuss treatments with patients. TRIOS MOVE+ helps to drive patient involvement and case acceptance in conjunction with 3Shape patient engagement apps like TRIOS Treatment Simulator and TRIOS Smile Design.

The new Chiropro & Chiropro PLUS
Bien-Air Dental unveils its new range of implant and oral surgery motors

By BienAir
BIENNE, Switzerland: During the 2018 EAO Congress, Bien-Air Dental presented its two new implant and oral surgery motors, the new Chiropro and the Chiropro PLUS.

Designed to simplify the fitting of implants as well as oral surgery procedures, the new Chiropro and Chiropro PLUS have been fully developed around a single philosophy: Simplicity.

A single control knob allows you to control the entire system. Simply turn the knob to navigate via the menus and adjust the settings, and press it to confirm the selected value. Moreover, the control knob – the only point of contact between dentist and the unit during procedures – can be easily removed and sterilized to simplify maintenance. Thanks to their clear and concise interface, the new Chiropro and Chiropro PLUS display all the information required for procedures to go smoothly: type of instrument, speed, torque, irrigation flow and direction of rotation. Pre-set operating protocols and the option to modify settings based on patients’ dental features, also make the new Chiropro and Chiropro PLUS a safer choice.

Although these two systems are both easy to use, the new Chiropro and Chiropro PLUS have different fields of application. Whereas the new Chiropro is mainly dedicated to implantology procedures, the Chiropro PLUS enables you to perform both implantology procedures and oral surgery procedures.

Owing to the fact that each clinical discipline requires a very specific group of instruments, the new Chiropro and Chiropro PLUS units can be connected to the relevant micromotor and rotary instrument required for each procedure. The new CA 20:1 handpiece provides an exceptionally stable speed, for precise and smooth procedures. As well as offering an unparalleled service life, the CA 20:1 handpiece is fitted with a brand new internal irrigation system. The irrigation line will not inconvenience dentists when they are using the handpiece.

Implantology
Powered by the Chiropro (Chiropro PLUS resp.), the new MX I micromotor (MX I PLUS resp.) and CA 20:1 handpiece combine to offer you the very best rotary technology for all your implantology procedures. Coupled with the MX I micromotor (MX I PLUS resp.), the CA 20:1 handpiece provides an exceptionally stable speed, for precise and smooth procedures. As well as offering an unparalleled service life, the CA 20:1 handpiece is fitted with a brand new internal irrigation system. The irrigation line will not inconvenience dentists when they are using the handpiece.

Oral surgery & periodontology
You can also carry out oral surgery and periodontology procedures using the combination of the Chiropro PLUS, MX I PLUS micromotor and the new CA 1:2.5 handpiece. The angular shape of the handpiece proves better suited to the target operating area than a straight handpiece, and the high torque of the MX I PLUS and its built-in self-cooling system guarantee procedures can be performed quickly without the instrument overheating, even during long and complex procedures.

For further information, please contact:
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Web: www.bienair.com

60 MONTHS OF WARRANTY

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S M I L E M A D E
Dynamic Duos Reign Supreme for Beverly Hills Formula

By Beverly Hills Formula

They say that one is lonely and two is company—and this is definitely the mantra that oral care brand Beverly Hills Formula have chosen to live by. Once again, the Irish-based brand has cited their Perfect White Range as being one of the top performing at-home teeth whitening ranges on the market today—and it is their Perfect Pairings within this range that have been the driving force behind its success.

Launched in 2012, the Perfect White Range has been growing continuously strong ever since, and the brand has seen huge success across the Middle East. The range is now available in UAE, Jordan, Lebanon, Oman, Qatar, Kuwait, Bahrain, Iran and Saudi Arabia. A combination of clever branding, high impact colours, and a vow to remain true to their intrinsic values (safe, affordable and effective) has ensured that the Perfect White Range continuously remains at the forefront of consumer’s minds.

The Perfect White Family consists of the infamous Perfect White Black, Perfect White Gold, Perfect White, Perfect White Sensitive, Perfect White Black Sensitive and Perfect White Black Mouthwash. Joining them were their most recent products — Perfect White Optic Blue, Perfect White Gold Mouthwash and the Perfect White Whitening Kit.

Within this range, it is their ‘dynamic duos’ that have given them the edge against their competitors, and have ensured that Beverly Hills Formula remain the stand-out option for consumers today. The duos work symbiotically and effortlessly complement each other—as all good partnerships should! Two very different colours, two very different and cutting edge ingredients—the brand’s perfect pairings are vital products for anyone looking to get a ‘Hollywood Smile’ in the comfort of their own home.

Perfect White Black and Perfect White Black Mouthwash

Perfect White Black and Perfect White Black Mouthwash go hand in hand to give an all-round, highly effective, the effects of which can be felt throughout the day. The brand were first to market with the secret weapon of Activated Charcoal, which has been clinically proven to be one of the most effective teeth whitening ingredients available today. Activated Charcoal is known for its love of tan-nins and is the ideal ingredient to add to a whitening product. Perfect White Black works to whiten teeth, remove surface and deep stains and helps to eliminate the bacteria that causes nasty bad breath.

Complementing this hero product is Perfect White Black Mouthwash which has been scientifically formulated to combat bad breath. The ‘shake to activate’ formula also contains Activated Charcoal which helps eliminate the bacteria that cause bad breath and neutralizes remaining odours for lasting freshness. In addition, Pyrophosphates help remove surface and deep stains.

Perfect White Gold and Perfect White Gold Mouthwash

Perfect White Gold Mouthwash is the Golden Duo has quickly caught against their competitors, and have been the driving force behind its success.

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