Ultradent expands in the Oceania region, appoints industry vet

**DT Asia Pacific**

**MELBOURNE, Australia:** Gunz Dental and Henry Schein are the new distributors of Ultradent products in the Australian and New Zealand dental markets, *DT Asia Pacific* has learned. In a statement, the US manufacturer said that the expanded operations will be managed by Peter Mackley, who has been appointed by the company as new Pacific, Sub-Saharan Country Manager.

Ultradent has been partnering with Gunz Dental in the region since 1996. Henry Schein, one of the largest distributors of medical and dental products worldwide, currently maintains two divisions in Australia and New Zealand that market and sell a wide range of dental products from different manufacturers including 3M ESPE, Colgate and GC Corporation.

Mackley, who has worked as managing director for Essology and DMT International, commented that the new partnership will allow Ultradent to establish a greater local presence in both countries, which, according to the latest figures, boast the second largest market for dental materials and equipment in the whole APAC region.

“Ultradent has a number of new products that it intends to introduce in the region,” he said. “The new distribution arrangements are consistent with Ultradent’s global strategic plan.”

The company will also continue to offer continuing education programmes for dentists in the market, according to Mackley.

**Toothbrush maker takes leap in Asia**

**DTI**

**OSLO, Norway:** Jordan has announced that it will soon be expanding its business operations in the Asia Pacific region. Two new lines of oral hygiene products will be added to its production plant in Malaysia next year, the Norwegian manufacturer of toothbrushes said.

According to the Asia Pacific Marketing Manager for Jordan, Saik Eng Joo, who recently spoke to the Malaysian newspaper *The Star*, the investment will only affect the company’s plant in Seri Kembangan near Kuala Lumpur and is hoped to expand the company’s reach in new markets like China and the Philippines.

Jordan currently runs another facility in Niall south of the capital. Since 2008, the company has been exporting its products to several markets in Asia, including Thailand, Korea and Japan, from Malaysia. The market there alone contributes 40 per cent of Jordan’s revenue in the region.

Joo said that the company will also be launching new products soon that will include a special toothbrush for tongue cleaning, among others.

Last year, the Jordan Group, which comprises dental floss maker Peri-dent from the UK and Swedish painting equipment manufacturer Anza, reported worldwide revenues of €124 million (US$157 million). The family-owned company is one of the oldest makers of brushes and toothbrushes in Europe as well as a market leader in Scandinavia.