“Take CAD/CAM to the next level”

Plannmeca’s vice-president on the company’s strategic investment in E4D Technologies

Finnish dental technology manufacturer Plannmeca has recently made a significant equity investment in the US-based high-tech medical device company E4D Technologies. In this interview, vice-president at the Plannmeca Group and acting CEO for E4D Technologies Tuomas Lokki sheds light on this new venture.

Mr Lokki, why did Plannmeca choose to invest in E4D Technologies?

We believe in the tremendous possibilities and future growth of CAD/CAM dentistry. As dentistry will be completely digital in the future, we believe it is vital to invest in the development of new and efficient practices. E4D is a long-term leader in advancing modern CAD/CAM dentistry, so we knew that joining forces with this high-tech medical device company would be a valuable addition to our own leading expertise in 3-D imaging and software solutions.

How will this improve the daily workflow at clinics?

One great advantage is the integration of X-ray imaging and CAD/CAM into a single software platform, Plannmeca Romexis. For the first time, customers will have the option of one software interface for both X-ray imaging and CAD/CAM work. All patient data is also saved in the same database and it can be shared immediately and easily through the clinic’s network or with the Plannmeca Romexis Cloud service. Furthermore, the restorations designed in the CAD module can easily be combined with the patient’s 3-D X-ray images for implant planning purposes, for example. For the patients, this means convenient same-day dentistry.

Can you also tell us about the brand new intra-oral scanner that you launched recently?

Our new Plannmeca PlanScan intra-oral scanner is an ultra-fast, powder-free and open solution for 3-D digital impressions. Its advanced blue laser technology accurately captures hard and soft tissue of various tissues and 3-D engraving technologies, dental restorations, models and impressions. It is the world’s first dental unit-integrated intra-oral scanner and can be used through a laptop as a standalone version. Together with our Plannmeca Romexis software, the system supports an ideal digital treatment workflow.

How will both Plannmeca and E4D benefit from this investment?

On the one hand, this investment strengthens Plannmeca’s position in the fast-growing CAD/CAM business and Plannmeca benefits from E4D’s cutting-edge solutions and long-term CAD/CAM expertise. On the other hand, Plannmeca’s extensive distribution network enables E4D Technologies to grow globally and our leading dental imaging solutions will be a valuable addition to the E4D CAD/CAM platform.

Has this venture created any new needs for your company?

Definitely, as we need to provide extensive CAD/CAM training for our distribution and customer network in over 120 countries. Therefore, we have recently invested in new training, warehouse and production facilities alongside our Helsinki headquarters. These new 10,000 sqm facilities will help us address the growing need for training and education in this new field of dentistry.

We are thrilled to be able to take CAD/CAM to the next level. The investments will change the concept of same-day dentistry completely and facilitate the workflow of dental professionals worldwide.

Thank you very much for the interview.

Their special expertise and innovative ideas provide a great foundation for future projects that will combine the know-how of both companies.

What advantages will this investment offer dental customers worldwide?

The new partnership with E4D Technologies will enable us to offer our customers the most modern CAD/CAM innovations. Our product distribution in over 120 countries combined with the cutting-edge E4D innovations will increase global product availability and take computer-aided dentistry to the next level. Our customers will also benefit from the innovative combination and seamless integration of Plannmeca’s and E4D’s products and services.

Sirona recognised as top employer in China

Shanghai China: Sirona China has been recognised as Top Employer China 2014. Based on a multistage analysis and audit process, the award is presented annually to outstanding employers around the world by the Top Employers Institute. Excellent working conditions, talent promotion and continuous development of personnel are the main criteria.

Sirona China was among 40 employers in the country who were honoured with the award. “Employees are the heart of our company,” Michael Elling, Vice-President of Corporate Human Resources at Sirona Group, said.

“The Top Employer award for Sirona China is a recognition of our local and global employer development. This award is part of our global growth strategy, reinforces our attractiveness as an employer and encourages us to be active for Sirona at home and abroad.”

In 2006, Sirona began establishing its base in China with just 50 employees. Today, more than 150 employees work for the company at that office—a success story also in terms of staff development. Sirona China is number one in treatment chairs for dentists. Its digital dentistry and CAD/CAM products have gained significant importance over the past two years.

Roland DG Australia expands into dental business

Sydney, Australia: Roland DG Australia, a provider of milling and 5-D engraving technologies, has opened a 5-D and dental creative centre at its headquarters in Sydney. The facility was established to strengthen the company’s position in the dental and manufacturing industries throughout Australia, New Zealand and the ASEAN region.

The new facility is mainly focused on Roland’s Easy Shape Dental Solution and the DWX range of dental milling machines, including the DWX-50, which was specifically designed for dental laboratories and technicians for the production of dental prostheses, including crowns, bridges and abutments, and the DWX-4, which was released last October as the world’s smallest dental milling machine by the company.

The facility was officially opened at the company’s 25th anniversary event in November.

In addition to a vast range of equipment set up for live demonstrations and product development, the facility has an adjacent training room equipped for interactive training sessions and seminars. An array of application samples are also on display, the company stated.

Roland DG Corporation, which has its headquarters in Japan, is a global manufacturer of inkjet devices, milling and engraving devices, 3-D scanners, and a number of other products. The company entered the health care market only recently by introducing milling machines designed for creating dental prostheses.
A-dec celebrates 50th anniversary

DTI
NEWBERG, Ore., USA: Dental manufacturer A-dec is celebrating its 50th anniversary this year. Founded in 1964 by Ken Austin and the late Joan Austin in Newberg, Ore., in the USA, the company is one of the best-known manu-
facturers of dental chairs, delivery systems, and dental lights worldwide today.

In addition to its 50-acre US headquarters, which employs more than 3,000 people, A-dec currently maintains operations in Australia, China and the UK, cooperating with an extensive network of dealers in more than 100 countries worldwide.

Over the last few decades, the company has developed a number of innovations used in dental practices worldwide. In 1964, for example, the first vacuum ejector, patented by A-dec, replaced belt-drive devices in treatment rooms.

The company also introduced the first compact delivery system, revolutionizing treatment of patients by making it more efficient and ergonomic.

A-dec products recently won Townies Choice awards in the categories Best Patient Chairs, Best Operatory Delivery Systems, Best Dental Cabinetry, Best Operatory Lights, Best Stools and Best Waterline Systems for the tenth consecutive year.

“A-dec began with a simple idea,” said co-founder Ken Austin. “Our approach then and today is to create a better solution that’s simple and easy to use.”

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Dental portfolio united

WASHINGTON, DC, USA/SINGAPORE: As one of the largest dental product conglomerates worldwide, KaVo Kerr Group now unites more than 15 global leading brands for dental products and services. Formed as the global dental segment of Danaher Corporation, an umbrella corporation based in Washington DC in the US, the aim of the group is to strategically combine leading dental consumable, equipment and specialty brands, such as KaVo, Kerr, SybronEndo and Gentex, and operating companies under one global platform.

All operating companies within KaVo Kerr Group share the values of trust, experience, choices, quality and smart innovation, according to President of KaVo Kerr Group Henk van Duijnhoven. While part of this larger group, they will however continue to market themselves under their current brands and go-to-market strategies with firm commitments to their customers and local markets, he said.

“The formation of KaVo Kerr Group enables us to better serve dental professionals and health-care providers who purchase a broad range of products and brands. The combined group also helps to accelerate our innovation, clinical workflow products and solutions, as well as the rate of new product introductions by better leveraging our respective clinical, technology and R & D capabilities,” van Duijnhoven commented.

KaVo Kerr Group’s products and services primarily serve the general practitioner, dental specialist, hygienist, institutional and special markets customers. They are currently available in virtually every dental market in the world, including Asia Pacific, Europe, North and Latin America, as well as the Middle East.