KaVo challenges market with lines of ESTETICA E30 treatment units

With its two lines of ESTETICA E30 treatment units, the German dental equipment manufacturer KaVo is offering the company’s proven quality, reliability and efficacy at an entry-level price. From March 2013, units in the Essential Line can be equipped with the integrated PIEZOsoft ultrasonic scaler, which, according to the company, boasts intelligent technology for optimal treatment results. The line is complemented by the E3D halogen lamp and the new MAIA LED lamp.

Dentists can also benefit from the future-proof ESTETICA E30 Evolution Line, which comes with the light and optimally balanced INTRA LUX KL 703 motor featuring an optional ends function for fatigue-free work. With the novel KaVo CARE Technology, an intelligent feedback system, and four different power levels, the PiezoLED ultrasonic scaler achieves higher removal rates for a wide range of indications, KaVo said. The KaVoLUX 540 LED delivers up to 40,000 lux for an ideal field of illumination that is homogenous and has accurate edges, as well as reduced shadows.

According to KaVo, the dentist element of the ESTETICA E30 can be individually configured with five cartridges. All functions of the chair and the instrument can be controlled intuitively through direct buttons and the KaVo colour scheme. ESTETICA E30’s soft cushion and the double-jointed headrest are intended to provide greater comfort for the patient, while the adjustable height of the patient chair (between 550 and 850 mm) allows clinicians to work in a relaxed posture in any treatment position.

In addition, the chair’s removable components and easy-to-clean surfaces provide for much better hygiene. Continuous disinfection and manual intensive disinfection functions provide permanent germ reduction, the company said.
“At some point in time, the dentist is going to want an all-Sirona office”

An interview with the new Sirona CEO Jeffrey T. Slovin

Claudia Duschek: Mr Slovin, this year’s IDS marks your seventh altogether and your first as CEO of Sirona. Would you please describe some of the impressions of the last days?

Jeffrey T. Slovin: I have been in the dental business for 14 years and I have always enjoyed the IDS. Since it is my first show as CEO of Sirona, this IDS will certainly be a memorable one that I will never forget. The most exciting development for me is that the solutions we are presenting at IDS were engineered in the time when I was about to become CEO. Seeing all of these products exhibited at the show is something that makes me very proud of our employees and company.

With regard to technological developments, I see a lot of companies trying to establish themselves in CAD/CAM today, a business Sirona has been involved in for 28 years. Today we serve more than 50,000 CEBOC customers all over the world. I think that we are very well positioned to further drive digital dentistry.

Indeed, digital workflow is one of the most used expressions these days. Yet, has digital technology arrived in dental practices?

This digital workflow development is comparable to the transition of film to digital cameras. Today almost all cameras are digital. In dentistry, it is primarily a matter of where practitioners are located. In some areas, it takes longer for adoption, but the reality is that digital dentistry is the future. We see it here today at IDS and it is not a matter of if but when a dental practice will adopt digital.

The advantages of the digital workflow.

Dentists benefit from simplified solutions, and I see it coming to life. For example, the patient does, too. I think dentists experience all the advantages of the digital workflow.

...Since 1952.

Heraeus sells dental business

Multi-million dollar transaction subject to regulatory approval

TOKYO, Japan/HANAU, Germany: The precious metal and technology group Heraeus announced that it has recently parted with its dental division. Once the transaction has been approved by the competition authority, the whole business unit, including 20 facilities worldwide, will be acquired by Mitsui Chemicals, a Tokyo-based manufacturer and supplier of chemicals, plastics and similar materials for various markets.

Owing to principle changes in the business, Heraeus had decided to sell its dental branch in the scope of a portfolio analysis. The company announced that the introduction of new materials and procedures contributed to the changes. In particular, the use of precious metals, the main business of Heraeus, has declined significantly in dentistry in recent years.

According to Mitsui Chemicals, the company will acquire all shares and assets of Heraeus Dental from Heraeus Holding for US$587.3 million (¥54.3 billion). The general management, however, will remain unchanged.

Mitsui Chemicals employs about 15,000 workers worldwide. Its subsidiary Sun Medical has been involved in the dental materials business for over 30 years and has a strong presence on the Japanese domestic market, the company stated. With its acquisition of Heraeus Dental, the group seeks to expand onto the global dental market and to drive future growth in the overseas dental materials market.