A-dec, a global leader in dental equipment, introduces A-dec 200™, the newest in A-dec’s lineup of patient chairs and delivery systems, with input from dental professionals around the world to accommodate the wide range of practice styles found in global markets.

The space-saving chair-mounted delivery system includes a telescoping assistant’s arm and an oversized tray to hold everything the dental team needs. The new multi-axis light provides easy and precise positioning of illumination, and the cuspidor rotates conveniently to the patient when needed.

The chair, light and cuspidor functions are easily controlled from A-dec’s modern touchpad and small and large practices will enjoy the open platform that leaves room to add or change auxiliary devices for peak performance now, and in the future.

To learn more about A-dec 200, contact your local authorized A-dec dealer. www.a-dec.com.

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Colgate ranks top among Asian customers

Daniel Zimmermann

HONG KONG/LEIPZIG, Germany: Consumers in Singapore, Malaysia and Hong Kong consider Colgate one of their favourite brands. A recent survey conducted by the Nielsen Company Singapore & Malaysia has found that Colgate, a toothpaste manufactured and distributed by US-based consumer products giant Colgate-Palmolive, is a brand preferred by the majority of consumers in all three markets. A similar survey in India also put it amongst consumers’ most trusted brands.

Colgate has ranked top amongst consumers in recent years but has had to relinquish the top spot recently to other companies, including Nokia and Internet giant Google. However, the brand was the only one to achieve top ten rankings in all four countries, Nielsen reports.

Colgate, which is based in New York, is one of the largest distributors of consumer dental products worldwide. In 2009, the company reported a record profit of US$631 million, which they said was mainly driven by increasing toothpaste sales globally. Colgate also sells manual and electric toothbrushes, mouthwash, and tooth-whitening products.

“In this time of economic uncertainties, it is even more crucial to have strong brands to retain customer loyalty and sustain business growth. Brands with the greatest equity are more likely to tide over the tough times, as customers are willing to pay higher prices for products which they have established a closer relationship with,” said Paul Richmond, Managing Director, Consumer Group, the Nielsen Company Singapore and Malaysia.

The Nielsen reports identified over 500 brands across 93 categories of consumer products and services in Singapore, Malaysia, Hong Kong and India.