Interview: 'It is not a matter of choice, it is a matter of what we offer'

Indeed the feedback will lead to improvements, new developments and innovations. What about the coming year, 2013, what are you planning for your clients? The coming year, 2013, is a key year in the industry with major event such as IDS Cologne, CAD/CAM & Digital Dentistry Dubai and AEEDC Dubai. You know that we are already very present in the Middle East, we have the AEEDC in February followed by IDS in Cologne in March and CAD/CAM Digital Dentistry in Dubai again in May. During this period we are coming out with a huge variety in different new products along the lines of what we are representing in the market (from imaging, CAD/CAM, instruments and dental software). It’s going to be a great chance to visit us at these conferences to explore what new things Sirona is bringing to the market. Any hints on what we can expect?

What I can hint about is that we are changing lots of products. First of all I cannot give you any information about the new ones, but I can give you information about the updates that we have on existing units and the first being the camera which we introduced onto our CAD/CAM system, which is the Omnicam. This is the dream of what dentists were looking for before, the powder free camera, the anatomical exact-like filming of the mouth. Like a camera it’s very easy to use, it’s something that everybody will be looking forward to have: a small size camera that can reach even more the non accessible areas to take pictures. So I think this is something very unique and all of our customers are welcome to see it very soon, because we get the new products very fast, we will show it at the 4th DFCC in the coming week in November in the Jumeirah Beach Hotel so I think this will also be a good chance for the dentists to have a look. Dr. Amro, you have vast experience in the Middle East and GCC region, according to your opinion, why do you think so many dentists chose Sirona in comparison with the rest of the industry? Why does Sirona stand out so much?

Well it’s not a matter of choice, it’s a matter of what we offer. A fully dedicated team that supports the market unlike any other company in the whole Middle East region and this team actually is consisting of many dentists as well as technical managers who are basically engineers. The team has only one focus which is “what we say is what we do”, we promise you something and we always deliver and at the end of the day Sirona wants to reach each and every dental clinic and inform them about what the new products are. To my opinion, our service is one of the things we are doing better than the others by working in the market now and that is what they are really looking for, focusing on their needs. We are not looking only for sales, we offer support on the scientific base and this is also something different that we deliver to the market. In addition, we also have lots of subsidiaries worldwide which dentists like. You look at the market in UAE and the market in Qatar, you will not only find local dentists but lots of international dentists move from all over the world to come to the region to work. So as long as we have our subsidiaries serving dentists outside the middle east or even better, we give them another impression that we are also doing better than the competition proving that Sirona from one region to the other are doing their best to support their customers. So we are gaining the trust of our customers bit by bit, and to my opinion this is what Sirona is looking for momentarily, to prove that we are the best.

In addition to the Dentists, Sirona also targets the Dental Technician, an important part of the dental team. Could you emphasize what the trust of our customers bit by bit, and to my opinion this is what Sirona is looking for momentarily, to prove that we are the best.

In the region here we have lots of professional dental technicians and the sector for dental technicians is actually a section that we are really focusing on at the moment, there is a full support from our CAD/CAM division to support our products, which is the inlab CAD/CAM system, now considered to be one of the pioneering products in the market proving really good in lots of countries such as Kuwait, UAE and in Egypt, a long way through The Middle East. We have an excellent feedback about our products so far and what I can say is that we started to ranked very good in the market in the lab site, and the idea behind this, why we reached this point at the moment is because we are really focused. The dental technicians really need more support and they really need the companies to focus more on their needs. It is not just playing around with a computer saying I can design CAD & CAM, but it’s also the support that you get from the principle company, the support that you get out of them in the way that I can reach my goals, I can deliver: when I ask my customer to pay for something he pays because he knows exactly what is quality. So I believe that the dental technicians will be playing an important role in our future, and the CAD/CAM system we’re delivering at the moment will be exactly like the clinical side more and more improved based on the feedback. We will be backing up the dental technicians for sure.

To summarize, Sirona not only offers the full total package with your solutions but also offers the full after-sales service which is even more important to dentists, dental technicians and dental clinics nowadays? We always have and will always do our best to do so.

Dr. Amro, is there anything else you would like to share with us?

Thank you very much, we are always looking forward to such kind of meetings, such kind of interviews where we can display a wide screening of what exactly the principles of the company are and what we are doing here in the region. We achieve our goals, we do our jobs and at the end of the day it’s a very nice feedback about our products in the market proving really good in lots of countries such as Kuwait, UAE and in Egypt.

Thank you Dr. Amro Adel, we wish you all the best in the very important coming year for Sirona and yourself.
By Dental Tribune International

B ENSHEIM, Germany/New YORK, USA: Sirona, global pro-vider of dental products, has ap-pointed a new CEO. As from 30 February 2013, Jeffrey T. Slovin will suc-cede Jost Fischer, who has held the position for 11 years. Fifty-eight-year-old Fischer will be retiring, giving up his position as both CEO and chairman of the board.

Sirona also announced that Dr Thomas Jet-ter, a current member of Sirona’s board of directors, will assume the role of non-ex-ecutive chairman of the board upon Fis-ch-er’s retirement. Effective immediately, as part of the succession plan, Rainer Berthan was promoted to executive vice-pres-ident responsible for the company’s busi-ness segments.

“Jeffrey Slovin is the ideal candidate to succeed me as Sirona’s CEO,” Fischer com-mented. “He has the necessary experience and stellar reputation within the dental community to take Sirona into the future. Before joining Sirona in 2006, Jeff was CEO of publicly traded Schick Technologies, Inc. where he built a reputation as an inno-vator and operator, and delivered signifi-cant shareholder value. Since joining Sirona, he has consistently demonstrated excel-lent judgement and played a major role in improving our operations, targeting our re-search and development efforts and lead-ing growth initiatives.” Fischer continued: “This appointment is part of a leadership succession process that was methodically developed over the past several years in preparation for this very day. Jeff has the full support of myself and the board. During my 11 years as CEO of Sirona, we have built Sirona from a primar-ily German company to a truly global lead-er in dental technology. Sirona is well posi-tioned for the future, with a powerful sales and service infrastructure, a strong man-agement team, and an outstanding product portfolio. I am excited to watch as Jeff takes Sirona to new heights.”

“Thomas Jetter was the private equity partner responsible for the investment in Siro-na after its spin-off from Siemens, from 1997 to 2004. His relationship with the oth-er board members, his global experience and long history with Sirona should make the transition seamless,” Fischer added.

Slovin, 48, has served as Sirona’s president since September 2010 and prior to that as executive vice-president and chief operat-ing officer of its US operations. Before that, Slovin was CEO of Schick Technologies, a leading dental technology company that was acquired by Sirona in 2006. Slovin is currently a member of the Board of Fellows of the Harvard School of Dental Medicine, and a member of the Young Presidents’ Or-ganization. He holds an MBA from Har- vard Business School.

Jost Fischer (right) and staff celebrating the opening on Monday. (DTI/Photo courtesy of Sirona Dental Systems/Austria)

Sirona appoints new CEO

S BERN, Switzerland: Dr. AbdelAziz Yehia, Business Development Manager CADCAM at Sirona Dental Systems/Austria, was appointed as Chair of the Board of Directors since June 2006.

Making the dream better...

S ince 1980; when Pr. W. Mor-man (University of Zurich) and M. Brandestini invented the first chairside CAD/CAM unit (CEREC) and come out with the prototype then the CERE C I in 1985 the dream just continued getting better.

From the questions:

Can we make a Chair-side CAD/CAM res-toration? How durable will it be? How aes-thetic can it be? Is it economically feasible? Are dentists ready for this technology? ...

… came other questions later on as the Dental World accepted this technology with opened arms.

All through the 80’s, 90’s and the beginning of the 21st Century, researchers continued their hard work and attempts to improve, coupled with the advancing Software and Hardware Technology, as well as the remark-able improvements in the Science of Materials whether Dental Ceramics or Res-ins Cements.

So what exactly was done to make the dream better?

Intra-oral Scanners got more and more pre-cise, accurate and easy to use.

Softwares became much more sophisticated yet more user friendly than ever.

Milling accuracy reached a remarkable level.

With these 3 factors in mind (and years of research work showing an extraordin-ariness success rate), we can now take multi-ple intra-oral scans of the prepared teeth, opposing dentition and even the bite reg-istration to form a True-colour 3D virtual model, without the use of a reflecting medi-um (Spraying powder or painting liquids).

Use these models to design every little de-tail of our restorations (whether inlays, on-lays, veneers, crowns, bridges, attachments, bars, abutments or whether importing these images to 3D Cone beam C.T. for implant planning), and then mill our res-torations (in-house Surgical guides) with great ease; making our patients visits easier and less time consuming, while the Den-tists enjoy an impression-free, bite registra-tion-free and Temporary-free work flow.

This is CEREC AC Omnicam, the latest generation of Chair-side CAD/CAM sys-tems from Sirona.

Jeffrey T. Slovin will be the new CEO of Sirona. (Photo courtesy of Sirona)

Sirona moves headquarters in Austria

By Dental Tribune International

W ALS-SIEZENHEIM, Austria: Dental technology manufac-turer Sirona Dental Systems opened its new headquarters in Wals-Siezenheim near Salzburg in Aus-tria this week. The new facility, which also boasts a nearby street bearing the compa-ny’s name, will offer expanded capacity for 120 employees working in administra-tion, financing, human resources, market-ing and sales.

Much of the company’s production will still be based in Bensheim in Germany, where the company originated as a subsidiary of industry giant Siemens over 50 years ago. CEO Jost Fischer said that the opening of a new, larger headquarters was necessary to keep pace with the growth of the company.

“We have invested over US$250 million in the last six years to keep ahead of the mar-ket and to offer customers the most innova-tive products,” he commented.

Sirona moved from Germany to Austria in 2007 and has since quadrupled its staff, ac-cording to Fischer. Worldwide, the compa-ny now employs 3,000 people in 29 subsidiari-ies and achieves global revenues of over 670 million annually.

Sirona has operated as an independent en-try in the market for over 15 years. Since 2004 and 2006, US-based Schick Technolo-gies and the Danish specialist in dental hy-giene products Nitrin Dental have also be-longed to the Sirona Group. In addition to its dental CAD/CAM system CEREC, it has established itself as a leading developer of high-tech dental equipment, including in-stuments, as well as a number of imag-ing and digital treatment solutions. Recent-ly, the company unveiled a new intra-oral camera during its 27-and-a-half-year anni-versary celebration in Las Vegas, among other new products.
Our strategy is to be close to our customers, close to our partners

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by Dental Tribune Middle East & Africa

Ivoclar Vivadent to acquire Wieland Dental

W

ith the acquisition of Wieland Dental, Ivoclar Vivadent strengthens its position in the field of all-ceramics.

Ivoclar Vivadent, headquartered in Schaan, Liechtenstein, announced the acquisition of Wieland Dental today. The acquisition is planned to be completed in the fourth quarter of 2013. The transaction is still subject to approval by the German Federal Cartel Office. Ivoclar Vivadent will acquire the shares of Wieland holding company and of the Wieland founding family. Wieland Dental, which employs 190 staff, achieved a sales volume of around 60 million euros in 2011.

Ivoclar Vivadent is one of the leading dental enterprises in the world with a comprehensive range of products and systems for dentists and dental technicians. All-ceramics is one of the core competencies of the company. With the takeover of Wieland Dental, the enterprise strengthens its position in the field of all-ceramic product systems.

Robert Ganley, CEO of Ivoclar Vivadent, comments on the takeover: “Wieland Dental is a leading European manufacturer in the field of dental products with market leading brands and a strong sales team. We are very pleased to have them join the Ivoclar Vivadent Group.”

Wieland Dental, domiciled in Pforzheim, Germany, is one of the leading suppliers in the dental technology market. With the wide array of products ranging from CAD/CAM materials to dental alloys and veneering ceramics up to electropolishing, the company offers individual laboratory concepts and systems solutions.

The products of Wieland Dental will represent an important addition to the product portfolio of Ivoclar Vivadent. Wieland Dental is to continue operations under its existing name and management.

The latest breakthrough innovation in interdental cleaning is here - Philips introduces Sonicare AirFloss

Sonicare AirFloss is proven to remove up to 99 percent more dental plaque from between teeth than brushing alone.

Dubai, United Arab Emirates – Philips, maker of the Sonicare toothbrush, is pleased to unveil the revolutionary Philips Sonicare AirFloss, an easy, effective way to clean in-between teeth. Flossing on a regular basis can be time consuming as well as painful and it’s with this in mind that Philips created Sonicare AirFloss. With its breakthrough microburst technology, Sonicare AirFloss is specially designed to make cleaning in between teeth easy while maximising plaque removal and ultimately improving gum health. During Philips consumer testing, 86 percent of users found Sonicare AirFloss easier to use than string floss and Sonicare AirFloss removes up to 99 percent more plaque in-between teeth than brushing with a manual toothbrush alone.

Sonicare AirFloss works by using a rapid burst of air and water droplets to thoroughly fill up the interdental area between teeth and force plaque and bacteria out. This rapid air pulse is directed using a nozzle guidance tip that ensures targeted cleaning between teeth and the point and one-button operation clears the entire mouth in less than one minute, while using less than just one teaspoon of water for two full cleaning sessions. Sonicare AirFloss helps users experience the difference of a whole mouth clean.

The Sonicare AirFloss retails at AED 499 and is available at leading pharmacies and retail outlets.

Ivoclar Vivadent also has an ergonomically designed handle and angled nozzle to access all areas of the mouth.
Communicating shade information clearly: Digital shade-taking devices substantially minimize risk

O ne word, four pairs of ears, four pairs of lips – and “blue” becomes “shoe” or “red” becomes “bread.” Anyone who played “telephone game” in nursery school will know that communication has its pitfalls. Not least because not all information that is forwarded in good conscience is received intact at the destination. This is also true for shade communication in dentistry. And yet exact transfer of data or measurement results is of crucial importance, particularly in this case. It doesn’t matter how much care dental surgeons take in determining the tooth shade – if their instructions to the laboratory are incomplete or unclear, errors can occur as early as at the beginning of the process chain. This results in unecces-

sary expense, time wasted, apportioning of blame and aggravation with the patient. Shade communication plays a pivotal role as a link in the chain between shade determination and reproduction, the end result of which should be a high-quality restoration.

Clear explanations minimize risk

Despite every effort to achieve integrated shade communication there is still considerable room for error. Dental surgeons often provide the laboratory with written instructions that they themselves may consider to be clear, but which cannot be implemented without some element of doubt by dental technicians. Communicating shade information by telephone also still remains common practice. A standardized approach to communication helps to ensure that all information is recorded wherever possible. The first standard-

ized form is already in use today with the color communication form. Here, the basic shade and other information is record-
ed on paper, ideally together with a digital photo to support effect or detail analyses. This allows dental practices and laboratories to document findings in a variety of ways: practitioners can combine any number of dental shade measurements taken using VITA Easyshade or shade guides, digital photographs, test comments or special drawings created with the new software in separate patient files and print these out. They can also add comments (graphic-based and plain text) on the teeth or photographic findings.

Here, data management takes place on the most practical level, with the patient level being the highest. All personal data relating to the patient that has been record-
ed using the software is presented in the form of a patient file. The reporting level provides a “collection folder” for select-
ed patient findings. Here, findings regarding treatments that are completed over an extended period can, for example, be col-
lected. Printouts for patients or electronic transfer to a laboratory are also possi-

ble. The findings level is the real heart of the software. Photographic findings where digital photographs can be added are dis-
tinguished here from findings relating to tooth contours that use edits such as lines, points or other shading on the dental graphic of the current tooth to present de-
tail analyses.

Measurements can also be added using VITA Easyshade Compact or Advance or shades taken with shade guides can be in-
serted. Further development of these pro-
grams takes place on an ongoing basis with a view to ensuring improved shade com-
unication. Using a special analysis func-
tion, the dental surgeon can, for example, display translucent areas of dentition more clearly, all at the touch of a button – yet an-
other improvement in communication be-
tween those involved in shade taking and those who fabricate restorations. The de-
velopers also paid close attention to mod-
erizing the management of patient data. This allows dental practices and laborato-
ries to benefit from clear documentation and to work on the basis of careful commu-
nication of patient data.

This new standard is not just the corner-
stone in successful shade reproduction, it also provides the prerequisite for effective quality management.

G-ænial Universal Flo an innovative concept in composite restorative

G-ænial Universal Flo is a material that demonstrates the benefits of flowability and easy placement combined with the reliability of superior physical properties.

New concept, new composition

GC developed an entirely new concept in the form of G-ænial Universal Flo. It ben-

efits from a composition that features a unique filler technology. It has a higher filler load and a homogeneous dispersion of fillers. The resulting improved strength and wear resistance are two key features of this product, opening up the potential for a broader use than standard flowables.

G-ænial Universal Flo

G-ænial Universal Flo is radiopaque and features high viscosity, making it more suitable for class I to V restorations. Essen-
tially, it looks like a flowable but behaves like a restorative. Its indications are for dis-
tal restorations, minimum intervention cavities and fissure sealing.

G-ænial Universal Flo features include:
- physical performance of a regular com-
poste
- Flows smoothly for easy placement
- Highly dixotropic behaviour, not runny and stays neatly in place and holds its shape
- Unsurpassed speed and ease with which a gloss is obtained, virtually self polishing
- superb invisible aesthetics without any compromises

Shade availability

G-ænial Universal Flo is available in the following shades:
- Outside shades: AE, JE
- Inside shades: A02, A03

Unique syringe design

G-ænial Universal Flo is dispensed through an ergonomically designed syringe that en-
ables smooth delivery of the material, with a tapered tip that means no paste can stick to it. The syringe size provides a com-
fortable hold and the arched shape of the flange fits the hand ergonomically. The de-
sign also prevents material waste because minimal residual paste remains in the sy-
ringe after use.
Tokyo, Japan: It is no secret that the years since the global financial crisis have not been very kind to companies in Japan. First, the recession slowed business investments significantly down, then the negative effects of last year’s tsunami and the massive destruction it wrought almost brought the world’s third largest economy to a halt.

For NSK, one of the country’s largest dental manufacturers, troubles in the home market are its least concern because the company conducts most of its business elsewhere. According to president and CEO Eiichi Nakanishi, with whom Dental Tribune International recently had the opportunity to speak at the company’s headquarters in Tochigi, more than 80 per cent of the company’s revenues are now generated by its operations outside of Japan.

In the last three years, NSK has been performing particularly well in mature markets such as Europe and North America, where it boosted its presence with the opening of its new headquarters near Chicago last year, despite unfavourable conditions such as high market saturation and the ongoing decline of the yen against the dollar. Since 2009, Nakanishi has also seen his company regaining its former market shares in Asia through centralised distribution and after-sales support offered by its Japanese offices in Tochigi and Tokyo.

NSK still produces most of the precision parts in-house. NSK still manufactures most of the precision parts in-house, which, according to Nakanishi, is one of the reasons that dentists now identify the company with high-quality products. “We employ many good engineers and marketing people who help us to constantly improve our brand and make it more attractive to dentists,” he says.

One of NSK’s recent innovations, launched at last year’s IDS in Cologne, for example, is the Ti-Max Z series, a durable premium handpiece that is claimed to have the smallest heads and necks in the industry, as well as an exceptionally low noise level and virtually no vibration. The Surgic Pro surgical micromotor has also received much interest, particularly by dental implant surgeons, and is now distributed alongside systems by major implant manufacturers. NSK asserts it pays close attention to the needs of its customers, a philosophy that is the Ti-Max Z series, a durable premium handpiece that is claimed to have the smallest heads and necks in the industry, as well as an exceptionally low noise level and virtually no vibration. The Surgic Pro surgical micromotor has also received much interest, particularly by dental implant surgeons, and is now distributed alongside systems by major implant manufacturers.

According to the 48-year-old, who has run the company since 2000, one of the major reasons for NSK’s strong market position, even in established markets, is its dedication to innovation and quality, combined with the excellent after-sales service it is able to provide to customers in almost every country except North Korea. But this hasn’t always been the case. Founded in the 1930s, the company had a rough start and operations were completely halted during World War II. Since the production of dental handpieces resumed in 1951, however, the company has grown extensively and now employs more than 700 people in its Japanese offices in Tochigi and Tokyo.

Moving into other markets is conceivable but unlikely to happen anytime soon, Nakanishi says. Even though his company has begun to enter new areas in the last decade with the launch of instruments such as ultrasonic scalers and polishers, its core business will remain dental handpieces and other small-motor equipment.

“When it comes to handpieces, we have produced more innovations than our competitors,” he remarks. “Our goal is to become the No. 1 company worldwide in this segment.”