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 products). You always have a 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 Omnican. 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. In addition, we also have lots of subsidiaries worldwide which dentists like. You look at the market in the Middle East 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, prove that Sirona has the real name ‘Sirona The Dental Company’ and at end of the day; unique products, dedicated people, and here we go.

In addition to the Dentists, Sirona also target the Dental Technician, an important part of the dental team. Could you emphasise on the services and trainings you provide them? 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 product, 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 are receiving 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 aftersales 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 forwarding 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 are we doing here in the region. We achieve our goals, we do our jobs and at the end of the year it’s a very important coming year for Sirona and yourself.

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Sirona appoints new CEO

By Dental Tribune International

B ENSHEIM, Germany/New York, USA: Sirona, global pro-
ducer of dental products, has ap-
pointed a new CEO. As from 30
February 2013, Jeffrey T. Slovin will suc-
cceed 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-
cher’s retirement. Effective immediately, as
part of the succession plan, Rainer Berthan
will be retiring, giving up his position as
executive vice-president and chief operat-
ing officer of its US operations. Before that,
Slovin was CEO of Schick Technologies, a
firm’s global reach to include areas such as
analityzed 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 part-
ner 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 execu-
tive 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 has served as Chief Executive Officer
of Sirona since April 2002 and has served as Chair-
man of the Board of Directors since June 2006.

Making the dream better...

S ince 1980, when Prof. W. Mör-
mann (University of Zurich) and
M. Brandestini invented the first
Chairside CAD/CAM unit (CEREC)
and come out with the prototype then the
CEREC 1 in 1985 the dream just continued
growing and 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 re-
markable improvements in the Science of Materials whether Dental Ceramics or Res-
in Ceramics.
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 sophistict-
ed 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-
ary success rate), we can now take multiple-
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 import-
ing 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 visit eas-
ad less time consuming, while the Den-
tists enjoy an impression-free, bite registra-
tion-free and Temporaries-free work flow.

This is CEREC AC OmniCam, the latest genera-
tion of Chair-side CAD/CAM systems from 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 Wal-
Siezenheim near Salzburg in Aus-
tria this week. The new facility, which also
boasts a nearby street bearing the compa-
y’s name, will offer expanded capacity for
120 employees working in administra-
tion, marketing, human resources, market-
ing and sales.

Much of the company’s production will still be based in Berchtesgaden 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-
et 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-
y now employs 3,000 people in 28 subsidi-
aries and achieves global revenues of over
€700 million annually.

Sirona has operated as an independent en-
tity in the market for over 15 years. Since
2004 and 2006, US-based Schick Technolo-
gies and the Danish specialist in dental hy-
geare products Niram 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-
struments, as well as a number of imag-
ing and digital treatment solutions. Re-
cently, 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

By Dr Samer Aouad
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Dubai, UAE: Dental Tribune Middle East & Africa Edition

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 2012. The transaction is still subject to approval by the German Federal Cartel Office. Ivoclar Vivadent will acquire the shares of BWK holding company and of the Wieland founding family. Wieland Dental, which employs 390 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 competences 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 electroplating, 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

S onicare AirFloss is proven to remove up to 99 per cent 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 maximizing plaque removal and ultimately improving gum health. During Philips consumer testing, 86 per cent of users found Sonicare AirFloss easier to use than string floss and Sonicare AirFloss removes up to 99 per cent 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 cleans the entire mouth in under a 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. "It’s easy to use, so consumers don’t have to compromise on dental hygiene due to lack of time."

Philips Sonicare AirFloss also has an ergonomically designed handle and angled nozzle to access all areas of the mouth.

Easy to use, so consumers don’t have to compromise on dental hygiene due to lack of time."

Philips Sonicare AirFloss is the #1 recommended sonic toothbrush brand by dental professionals worldwide and is backed by more than 175 clinical trials. The Philips Sonicare goal is to create and develop meaningful, easy-to-use oral health innovations that are designed to achieve and maintain oral health throughout a lifetime, like Philips Sonicare AirFloss.

The Sonicare AirFloss retails at AED 499 and is available at leading pharmacies and retail outlets.
Communicating shade information clearly: Digital shade-taking devices substantially minimize risk

O
ne word, four pairs of ears, four pairs of lips – and “blue” be-
comes “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, particular-
ly 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, er-
ers can occur as early as at the beginning of the process chain. This results in unnec-
essary 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 deter-
mmina and reproduction, the end result of which should be a high-quality restora-
tion.

Clear explanations minimize risk

Despite every effort to achieve integrated shade communication there is still consid-
erable room for error. Dental surgeons of-
ten provide the laboratory with written in-
structions that they themselves may con-
der to be clear, but which cannot be im-
plemented without some element of doubt by dental technicians. Communicating shade information by telephone also still remains common practice.

A standardized approach to communica-
tion helps to ensure that all information is recorded wherever possible. The first stan-
dardized 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, and transferred in the conventional man-
ner. In today’s digital age, information can be forwarded more quickly, in greater de-
tail and in a more targeted fashion. Accord-
ingly, in addition to other advantages, the VITA Easyslide software also offers a tem-
plate that allows all relevant data to be re-
corded in a single sheet or document. Us-
ing the information from these shade lay-
er instructions, the dental technician can work confidently and quickly.

Communication in bits and bytes

One benefit of digital shade taking is that data collated in this way can also be edit-
ed and communicated using modern tech-
ology. VITA Easyslide can, for example, transfer a patient’s measured tooth shade via USB to a PC or laptop. New possibilities are also demonstrated by computer applications such as VITA ShadeAssist, the latest prototype version of which was showcased at IDS 2011. Fea-
tures include a photo editing and drawing module, a print and mail function, and an option for documenting the bleaching pro-
cess. However, most importantly, this tool
allows the dental surgeon to edit and save all the relevant information for the select-
ed tooth shade. A further advantage for shade communication is that the program can document findings in a variety of ways: practitioners can combine any number of dental shade measurements taken using VITA Easyslide or shade guides, digi-
tal photographs, text comments or special drawings created with the new software in separate patient files and print these out. They can also add comments (graph-
ic-based and plain text) on the teeth or pho-
tographic findings.

Here, data management takes place on the same technical levels, 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 lev-
el provides a “collection folder” for select-
ed patient findings. Here, findings regard-
ing treatments that are completed over an extended period can, for example, be col-
lected. Printouts for patients or electron-

ic 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 edit tools 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 Easyslide 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-
munication. 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-
ernizing 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 leader in dental ma-
terials technology has announced
the launch of a unique composite
restorative, G-ænial Universal Flo. This material contributes to the ever-expand-
ing range of materials by GC that are available to dentists who want to give their patients the best aesthetic, functional and durable restora-
tions. 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 flowsable but behaves like a restorative. Its indications are for di-
rect restorations, minimum intervention cavities and fissure sealing.

G-ænial Universal Flo features include:

- physical performance of a regular com-
postite
- Flows smoothly for easy placement
- Highly dioxidetic behaviour, not rainy 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, 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 angled 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.
Handpiece manufacturer NSK aims for global leadership

By Dental Asia Pacific

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, right, in talks with DTI Publisher and CEO Torsten R. Oemus. (DTI/Photos Lutz Hiller)

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 the chief executive, 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. 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.

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 has resulted in products such as the S-max pico, which was developed solely for the treatment of patients with smaller mouths, such as children.

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.”

NSK still manufactures most of the precision parts in-house.