Jordan toothbrushes are designed for excellence

By Jordan

Over the years Jordan has received numerous awards for design excellence, also for their unique range of children's toothbrushes, Step by Step.

Jordan is a Scandinavian brand of oral care products that are distributed globally. Depending on the region they can be found in food, drug or pharmacy outlets. The company was founded in 1837 and started production of toothbrushes already in 1927. Today Jordan is the market leader in toothbrushes and dental floss and sticks in the Scandinavian markets and has a strong presence in many markets worldwide, including the United Arab Emirates.

Jordan products are made with quality, safe materials and are designed for performance and comfort. Motivating usage is important to Jordan and encouraged in all their ergonomically designed products. Jordan has a range of products to suit the different physical and aesthetic preferences of the global consumer.

Jordan’s Step by Step range of toothbrushes has been the best-selling children’s brush in Scandinavia, and many other markets, since the launch in 2006. GeriljaWorks designed the two toothbrushes for children aged 2 years and up. “For us the development of the brushes was a fun challenge. In addition to making dental hygiene enjoyable, it was especially important to maintain optimal user-friendliness for both parents and children,” says Markus Høj-Petersen of GeriljaWorks.

The iconic shape of Step 1 has been an international breakthrough in children’s toothbrush design. It is designed for both parents and babies to hold and navigate around the mouth. “Playful design that really works is fundamental in our mission to create good brushing habits that will keep teeth clean and healthy for life”, says Michelle Wentworth (International Marketing Manager for Jordan).

“We know that one in five five-year-olds, along with over half of all 12 year-olds, have cavities. While the authorities have put the spotlight on diet and sugar consumption among children, Jordan wishes to put good routines for dental care on the agenda. By introducing toothbrushes that are carefully adapted for each age group - both in terms of functionality and motivation - Jordan seeks to inspire children and their parents to improve their children’s dental health,” says Mrs Wentworth.

Jordan’s Step series is a range of toothbrushes specially developed to best meet the challenges of children from 0-6. Children undergo extreme changes both physically and emotionally and the different toothbrushes are designed to perform well and also to teach children important oral care habits along the way. For example Step 2 is designed for children aged 5-5 and encourages children to brush for 2 minutes with its built in timer.

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Dr. Amro Adel:
CEREC Desert Fest last September in Dubai. Dental Tribune MEA interviewed Dr. Amro Adel - Area Manager GCC & Pakistan, Country Manager Saudi Arabia for some feedback on the event and the plans for Sirona in 2015

Dental Tribune MEA: Dr. Amro, congratulations on yet another successful year. The highlight of the year must have been the CEREC Desert Fest. How do you reflect back on this unique event for Dentists & Dental Technicians?

Dr. Amro Adel: CEREC Desert Fest in Dubai was a dream project to work on together with
again the latest through innovative concepts.

A decade ago Sirona took part in the 1st CAPP event in the region, what was it like?

During the 1st CAD/CAM & Digital Dentistry Int’l Conference we started with 180 delegates, one old model CAD/CAM machine without a stand and in 10 years time Sirona is the biggest company representing the topic of CAD/CAM & Digital Dentistry in one of the biggest hotels in Dubai – Jumeirah Beach Hotel. We will keep on going, continue to improve and deliver the best, we learn from our mistakes and we listen to the feedback of our papers, guests and clients. To bring them always the latest in dentistry. It is my pleasure to see that the CEBEC users in the region welcomed the topics we have offered and that they are focusing more on advanced courses and hands on showing demand for knowledge. They are interested to take advantage of CEBEC and help their practices grow while providing top notch quality to their patients.

Dedicated practical courses are in demand for dentists and dental technicians. How will you supply this?

At Sirona it is always important for us to reach the needs of the client and focus on showing potential user how they can benefit. For these reasons we are planning to have beginner and advanced courses throughout the year during the main events where we are present such as the CAD/CAM & Digital Dentistry Int’l Conference in May as well as the Dental Facial Cosmetic Int’l Conference in November, both in Dubai. This was the feedback from the CEBEC Desert Fest event. The thought behind the concept was taken during the CEBEC Desert Fest 2014. We brought together several school concepts including American School (Dr. Todd Ehrlich, USA and Dr. Daniel Vazquez), the German school (Prof. Wael Alt, Germany and Dr. Bernd Reiss, Germany) as well as the Czech School (Dr. Josef Kunkela, CZ) who all provided their experience and knowhow through their panel show presentations and hands-on workshops. There are different ways in approaching the way the CEBEC software runs and in different parts of the world this is presented differently. Starting with the American approach delegates were able to understand how fast they can enjoy a return on their investment with facts including hints and tips. Followed by the German approach which was more focused on understanding the software in a professional way and making sure you use all possibilities of the software and understand the science behind the software which was ‘Made in Germany’. We also managed to bring the President of the Czech Society of CAD/CAM Dentistry who delivered a fantastic concept on Smile Design sparking up interests and discussions on designing anterior cases to improve patients function and aesthetic. Dental Technicians also enjoyed a full day program with

Muhammed Al Zuubi, Canada who presented how the InLab system works again with basic and advanced techniques of designing dental restorations.

Sirona recently released the new InLab MC X5 Dental Lab. This promises to be a game changer?

The MCX5 will definitely be a game changer, the Dry and wet milling and the 5 Axis mechanism will deliver a new concept for a CAD/CAM Lab users. The trust in the unit by our customers in the GCC Region was precipitated by lots of orders yet the unit is still in the first phase of production after the launch which took place last November 2014.

Sirona continuous to grow in 2015 in the MEA region, what next?

Sirona trusted and will always trust the MEA region as one of our stable markets especially the GCC & Saudi. As we had since 8 years our scientific and training facility in DHCC, Dubai. We are in the process of opening a Sirona office as part of our support to the GCC region, the office will be a Sirona Direct sales & service company and we hope that this will be completed by February 2015. This will be the first direct sales office for Sirona in the region which indicates how important this region for us.

2015 will also be an IDS year, is it possible to see even more novelties from Sirona?

IDS is usually the Dental Mundial where all dentists & dental companies gather, so for sure Sirona will be as always an important player in IDS with new products and innovations. More details about the new products will be shown on Sirona Booth.

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Outstanding

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