In studies published in the British Dental Journal, Lowe et al. and Whitworth et al. demonstrated blood on post-sterilization-assembled matrix bands and concluded that it is not possible to clean assembled matrix bands with any method currently available to dental practitioners.

Dr. Simon (Paddy) Jones is a leading U.K. dentist with a practice in the northeast of England. He qualified in 1985 and has worked mainly for the British National Health Service since then. For the past six years, he has also served as a vocational trainer for the Northern Deanery of Newcastle University Dental School. He is a keen sportsman, avid blues music fan and car rally enthusiast. Jones came up with the idea for and designed Directa’s revolutionary Steriband Matrix Retainer out of the frustration and time wasted fiddling and loading matrix bands into conventional matrix retainers while dealing with cavities. He also wanted to minimize risks of cross-infection.

The Directa Steriband Retainer simplifies loading of a matrix band with its unique clamping device and easy loading design. Furthermore, the design eliminates tearing of matrix bands because the matrix can be removed from its retainer, even while still in the patient’s mouth. The matrix is removed horizontally, rather than vertically, and is easily disassembled in seconds for easier cleaning and decontamination in an ultra-sonic bath or washer disinfector.

For both patients and the dental team, all reusable matrix retainers pose a cross-infection risk, which demonstrates the absolute necessity to change the matrix band between every patient and not even attempt to sterilize it. Potentially, the dental nurse faces the greatest risk when removing a contaminated matrix band from the retainer, which is often a difficult and hazardous process.

Since Steriband Matrix Retainer was introduced onto the market, it has aroused a great deal of interest among dentists and dental technicians because of its ease of use and fast loading — with all types of matrix bands including Toffelmire and Siqveland, normal and ultra-thin, stainless steel and clear polymer — and safety features.

The price of Steriband Matrix Retainer has recently been lowered considerably due to improved production techniques, making it a must for all dental surgeries.

Information about Directa products and distributors may be found on www.directadental.com or by calling (203) 788-4224.

References
1) C.L. Whitworth et al., BDJ. Vol. 4, 2007
2) Lowe et al., BDJ. Vol. 192 No 1, 2002
Tri Hawk recently unveiled a new multi-faceted corporate marketing campaign for its proprietary line of dental burs. At the core of the campaign is a strategy to target only the most demanding bur users.

“Over the past 40 years, we have learned that many dental practitioners take the attitude that ‘a bur is a bur,’” said Tri Hawk founder and CEO Gustel Fischer. “More discriminating clinicians, however, are able to appreciate a bur that truly provides an unparalleled combination of cutting speed, user and patient safety, and resistance to breakage. Those are the people for whom Tri Hawk burs are designed.”

This new positioning is reflected in the company’s new tagline: “For the bur connoisseur.”

Key elements of the marketing campaign include: a more contemporary and distinctive logo; a greatly expanded Web site featuring a comprehensive online store; an all-new journal advertising campaign; an extensive catalog showcasing the company’s unique product line and history; and a high-impact trade show booth design.

The company has also expanded its offering of diamond burs to complement its extensive line-up of standard, surgical, metal-cutting carbide and finishing burs.

The campaign was launched successfully at the Chicago Dental Society Midwinter Meeting in February. According to Scott Macdonald, Tri Hawk marketing manager for North America; “We could not be more pleased with the reception of our new campaign. Despite the still-recovering state of the economy, our show sales were the highest we have experienced in eight years.”

According to Macdonald, Tri Hawk’s new booth attracted exceptional traffic, and the new catalog received glowing reviews from both existing and new customers.

Tri Hawk’s singular focus has always been designing, manufacturing and marketing the most effective dental burs possible, which the company says gives it a significant edge over competitors that produce a wide variety of products.

“We have an intense passion for burs for the simple reason that we consider them to be the most important instruments used by the dental practice,” said Fischer. In order to meet the needs of the most exacting dental practitioners, Tri Hawk employs proprietary bur designs, metal blends and manufacturing processes, and even designs its own bur-making equipment. Customer feedback and independent studies indicate that Tri Hawk burs provide a combination of cutting speed, strength and safety that is unmatched in the industry, according to the company.

In particular, Tri Hawk’s Talon metal- and crown-cutting burs feature an exclusive over-the-top blade design that allows the burs to cut not only horizontally but vertically as well. As a result, Talon burs are able to cut through even the most challenging materials in a fraction of the time of other leading burs.

About Tri Hawk Corporation
The privately held Tri Hawk Corporation, founded in 1969, has its corporate headquarters and manufacturing facility in Morrisburg, Ontario, Canada and U.S. headquarters in Massena, N.Y.

Tri Hawk sells its products in more than 80 countries throughout the world, including Europe, South America, Africa and Asia. For more information, call (866) 874-4295, or visit www.trihawk.com.