Partnership creates bigger C.E. footprint

xpAPce, a fast-growing online dental C.E. company, has entered into a strategic partnership with Dental Hub, which is part of Medical Health Imaging. Dental Hub offers the complete xpAPce library of online courses to its 50,000 monthly visitors. These courses cover a vast range of topics, including talks on sleep apnea, pain control, periodontics, bone grafting, ceramics, traumatic injuries to children and more. To view up-to-date course listings visit www.dental.healthimaginghub.com/continuing-education.html.

Dental Hub is an informational dental website guided by Dr. Jeff Burgess. The site includes up-to-date articles on dental health, technology, teledentistry and dental implants. In addition to being editor-in-chief at Dental Hub, Burgess will become an xpAPce academic advisor and scholar, presenting lectures in oral medicine.

Managing director named

Bill Martin has joined xpAPce and XPsquared to manage operations. He brings with him more than 15 years of experience in management and business development within the educational and private sectors. He has already guided another start-up in the education sector to profitable growth.

Martin’s past experiences include a role at the U.S. Council for International Business, which is a leading public policy organization for Fortune 500 companies. There, Martin oversaw all sales, marketing and communication functions. Under his leadership, revenues grew by 18 percent. His earlier corporate experiences included leadership positions at firms such as Thomson Reuters, JP Morgan Chase and American Express.

Martin graduated cum laude with a bachelor’s degree from Cornell and an MBA from the Wharton School, University of Pennsylvania.

What is xpAPce?

The company name “xpAPce” is an abbreviation that stands for eXPert APproved Continuing Education. An innovator in dental continuing education, xpAPce offers CERP-approved online C.E. courses, in alignment with its mission to enhance patient outcomes, reduce risk, share knowledge and exchange ideas with the world’s leading scholars on a broad range of topics. Visit at www.xpapce.com.

XPsquared: eLearning and online dental community:

xpAPce’s eLearning takes place in a unique format: an online dental community. Dental professionals can earn C.E. credit, visit vendors at their leisure, view new products, download PDFs, contact a sales rep, attend a meeting and more. Visit the Education and Vendor Hall for a list of scholars and courses — and to see the vendors that have booths inside the community.

For information about becoming a vendor, contact info@xpsquared.com. For a snapshot of both of the organization’s websites, visit www.xpsquared.com, where all courses and vendors are listed.

Courses also are available live and on demand on the Dental Tribune Study Club website, www.dtstudyclub.com.

(Sources: xpAPce, XPsquared and Dental Tribune Study Club)
Kuraray renames one composite product and launches a new one

New premium composite covers all 15 classical shades

Intuitive single-shade matching
Clearfil™ Majesty Esthetic is now Clearfil Majesty ES-2 Classic. This intuitive product is the only composite with VITA-approved shades, and it enables shade matching with a single shade. Kuraray reports that its pioneering light diffusion, or LD technology, creates restorations that are virtually invisible, making shade matching simple — with only a single shade.

Available in syringe or PLT (preload tip), Clearfil Majesty ES-2 Classic is easy to shape and polish, and can be used in either a mono- or multi-layer technique. Clearfil Majesty ES-2 Classic is available in 16 perfectly matched VITA shades, which includes specialty shades for bleaching.

Redefining composite technology
Kuraray says new-to-the-market, Clearfil Majesty ES-2 Premium is redefining composite technology. With the only VITA-approved shade concept, this new composite material covers all 15 classical shades with only five enamel and dentin shades. Kuraray reports that its proprietary light-diffusion, or LD technology, adds the finishing touch, easily blending to the color of the surrounding tooth structure.

Available in syringe or PLT (preload tip), Clearfil Majesty ES-2 Premium combines exceptional aesthetics and economical value, which the company says makes it perfect for any dental practice.

For more information about Clearfil Majesty ES-2 Classic, Clearfil Majesty ES-2 Premium or any other Kuraray product, visit www.kuraraydental.com, or call (800) 879-1676.

(Source: Kuraray)
Handpiece manufacturer NSK aims for global leadership

80 percent of revenues generated outside Japan

By Dental Tribune Asia Pacific

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 unfavorable conditions such as high market saturation and the ongoing decline of the yen against the dollar.

Centralized distribution building market share in Asia and Europe

Since 2009, Nakanishi has also seen his company regaining market share in Asia through centralized distribution and after-sales support offered by its new subsidiary in Singapore.

Another significant contributor has been NSK’s European office in Germany, which accounted for almost one third of the 22.2 billion yen ($278 million) in sales the company reported in 2011.

“Other economic conditions in our home market have little or no impact on our overall business. We really think globally,” Nakanishi explains.

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.

Long history of quality, growth

Founded in the 1930s, the company had a rough start, and operations were completely halted during World War II. 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 continues to produce the vast majority of its products’ precision parts in-house, which, according to Nakanimashi, is one of the main 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, Germany, for example, is the Ti-Max Z series, a durable premium handpiece that is claimed to have the smallest heads and necks in the sector, 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.

Core business: Handpieces and small-motor equipment

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 past 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.”
All-in-one, lab-free chairside inlays in one appointment

VOCO describes the recently launched GrandioSO® Inlay System as the first chairside inlay system of its kind. The all-in-one solution kit offers all the matching components to fabricate indirect composite inlays. The chairside fabrication of indirect composite inlays is quick and easy and saves the cost of expensive CAD-CAM equipment or lab bills.

GrandioSO Inlay kit achieves the same high quality as lab or CAD-CAM composite inlays. Composite inlays have several advantages over ceramics: they are similar in wear to natural teeth; aesthetically natural, repairable, and easy to bond to. GrandioSO inlays have approximate material cost of $20 per inlay, significantly less than lab or CAD-CAM manufactured inlays. Clinicians can increase their profit or offer less expensive alternatives to their patients.

All components in the kit are optimally matched and make it possible to extralay fabricate inlays in just one appointment. In addition to tried-and-true award-winning products GrandioSO, Futurabond DC, Bifix QM and Diaminto, the kit has a new, specially developed VPS Die Silicone for fabrication of model teeth in 30 seconds. The VPS Die Silicone is a high-definition material with high final hardness. Using conventional techniques, it produces realistic models that are ideal for use in the fabrication of inlays or temporaries. The composite inlay is created extraorally, ac-