Planmeca moves its UK base to Coventry

Global dental equipment manufacturer opens new head office inside Ricoh Arena

By DTI

COVENTRY & BIRMINGHAM, UK: For almost a decade, the Ricoh Arena has been unsuccessfully waiting for Premier League football to return to Coventry. Besides being the home of one of Europe’s most progressive rugby teams, the complex was extended in recent years to host a number of different events including concerts and exhibitions. In October, a new attraction was added, as global dental equipment manufacturer Planmeca opened its new headquarters for the UK and Ireland inside the complex as part of a new marketing campaign to heighten awareness of its brand throughout markets in the British Isles.

With Planmeca’s Senior Vice President Tuomas Lokki from Finland attending as a special guest, the company’s representatives, partners and associates celebrated the opening together during the BDA Dental Showcase.

“This is a new era for Planmeca UK and our new home is one of the most important foundations from which success can be built upon. This new facility offers the perfect environment to discover our range of digital imaging solutions, world class CAD/CAM system and our range of highly innovative digital dental units,” Lokki said.

According to Planmeca UK Managing Director Karl O’Higgins, to whom Dental Tribune had the opportunity to speak in Birmingham, the new facilities will offer improved logistics for distribution and training. A new customer experience centre will feature a dedicated CAD/CAM training zone alongside a full range of 3D imaging machines showcasing the latest in the field.

The showroom will also include Planmeca’s range of digital dental units, which are all combined through the comprehensive and modular Romexis software. It can be quickly transformed into a small conference and event facility capable of hosting courses for up to 40 delegates, O’Higgins said.

“Planmeca hasn’t exploited its opportunities across the UK and Ireland for many years,” he commented on the opening. “With the new office we wanted to emulate our global headquarters in Helsinki but with a size that is appropriate to the market.”

Somewhere to celebrate

Nobel Biocare event series reaches final point with London meeting

By DTI

LONDON, UK: Celebrating the 50-year anniversary of the first successful osseointegrated implant ever placed in a patient, experts from all around the globe recently gathered in East London for the Nobel Biocare Team Conference. In addition to the achievements of the last decades, they discussed future concepts and prospects in the field of dental implantology.

Held in The Brewery, the former site of the Whitbread brewery, the event was the latest in a series of international expert symposia that Nobel Biocare has held in cities around the world this year, including Los Angeles, Hong Kong and Monaco. According to UK marketing manager for Nobel Biocare Glenn Rhodes, the two-day event also offered a number of lectures, master classes and workshops on a wide range of topics, including peri-implantitis and immediate implant placement. Overall, the meeting gathered 26 leading speakers for the conference, according to Scientific chair Prof. Daniel van Steenberghen from Belgium, who also invited attendees to participate in the Foundation for Oral Rehabilitation, an independent international initiative, founded in 2013 and endowed by Nobel Biocare.

“The energy from the recent conference shows that the profession is really behind Nobel Biocare and the solutions we offer. With this and so much more to offer the profession, we will continue striving for excellence and look forward to what we will achieve in the future,” Rhodes concluded.

“Being a part of such a big dental platform in the UK, we are already starting to see the benefits of that cross-working,” Rhodes added. “There is a lot of potential here with new opportunities to deliver more solutions to more professionals, to help our customers treat more patients better and in turn improving the quality of life of more patients.”

U.S. health conglomerate Danaher acquired the Swiss Implant specialist at the end of last year following the transition, Nobel Biocare introduced a number of new products in the UK market this year, including new complete posterior solutions for posterior restorations, as well as fantastic restorative possibilities in the aesthetic zone. Rhodes said.

Attendees of the conference were able to experience and discuss these and the company's other latest innovations, such as new additions to the wide-platform NobelActive and the All-on-4 treatment concept with zygomatic implants, in London.

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**BDIA sees launch of new home whitening solution by Philips**

*By DTI*

**BIRMINGHAM, UK:** Unlicensed tooth whitening is putting the health of an increasing numbers of patients in the UK at risk, according to reports. With its new Zoom! QuickPro home whitening solution, Philips intends to offer not only a safe alternative to these potentially harmful products but also one that makes tooth whitening easier and faster at the same time.

Introduced to the UK market for the first time today at the BDIA Dental Showcase in Birmingham, the solution saves valuable chair time by quickly sealing 6% hydrogen peroxide whitening varnish on the teeth instead of using custom-made trays, thereby reducing leakage and irritation of soft tissue. After 30 minutes, the varnish can then simply be dry brushed or wiped off by the patient, according to Philips.

Company representatives told members of the press this morning that studies have shown that Philips Zoom! QuickPro 6% can whiten teeth by up to four shades in as little as four days.

Recommended especially for practices with limited space or staff to carry out whitening procedures, or that have previously not focused on home whitening, it can be used as a stand-alone product, after chairside treatment or to improve the results of previous whitening efforts.

"Many patients who used to buy over-the-counter whitening products still want to whiten with the convenience of a home-use kit. Philips Zoom! QuickPro provides an affordable but professional whitening solution with that convenience," commented tooth whitening expert Dr Zaki Kanaan. "For dentists who do not major on whitening procedures, Zoom QuickPro is simple to provide, requiring little professional time, and is profitable to the practice."

Zoom! QuickPro will be available to dentists throughout the UK as of now. In addition to the extension to the Philips Zoom! line of tooth whitening products, the company is introducing new variations and brush heads to its Sonicare electric toothbrush range.

**3D White Whitestrips available to customers in Britain**

*By DTI*

**BIRMINGHAM & WEYBRIDGE, UK:** Simultaneously to launches in eastern and western European countries, Oral-B has put its whitening solution 3D Whitestrips on the UK market. The product was officially introduced to dentists at the recent BDIA Dental Showcase in Birmingham and is exclusively distributed by health care products provider Henry Schein.

Requiring only one consultation by a dentist, the whitening process with 3D White Whistrips can be entirely performed by patients at home. According to the manufacturer, the solution provides visible results that can last for up to 12 months after only 14 days of treatment.

Conforming to European legislation, Whitestrips are thin, flexible polyethylene strips coated with 5.25% hydrogen peroxide that adapt to the shape of the teeth and are easy to apply, the company said, providing consumers with a secure and effective solution to improve their appearance.

"3D White is committed to pioneering new whitening technology and Whitestrips represents our most advanced whitening solution yet," remarked P&G Oral Care Global Marketing Director Stephen Squire.

3D Whitestrips have been available to dentists in the US for over a decade. According to Oral-B, over 30 million kits have been sold since the product was first launched to the market 14 years ago. In addition to the UK, Germany, Spain and Portugal, the solution is expected to be introduced to more markets in Europe in a larger roll-out starting in 2017. In addition to Whitestrips, the 3D White product range consists of toothpaste, toothbrushes, floss and mouth rinses.

**New interdental cleaning product from TePe an “easy” pick**

*By DTI*

**BIRMINGHAM, UK:** TePe’s wide assortment of interdental cleaning products has an option for everybody. For those patients who find it difficult to floss or who are new to interdental cleaning aids, the company has recently introduced a convenient solution with the EasyPick. The new device is now available in markets in the UK and Ireland.

Developed and manufactured in Sweden in close collaboration with dental experts, the EasyPick has a firm and pliable core coated with silicone, which not only feels comfortable on the gingivae but also cleans effectively, even in the posterior area, the company said.

According to TePe, this optimal balance between flexibility and stability is what makes it unique in comparison with other interdental devices available on the market.

"It is easy to use and so flexible you can even access molar sites. Good at cleaning out interdental spaces ‘Very good grip handle,” commented Grantham dental hygienist Helen Raitt.

Dental patient Jane Bewick said of the interdental device: “Very easy to insert, even into the smallest gaps. They look good, are durable and easy to grab.”

Owing to its conical head, the EasyPick is suitable for the cleaning of medium or large interdental spaces. TePe recommended that it can be used as stand-alone or to complement other interdental cleaning devices. A free pocket case comes with each pack for use on the go.

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KaVo extends digital support

By DTI

AMERSHAM, UK: In order to help customers in their transition to digital dentistry, KaVo UK has announced that it has formed a specialist Imaging and Digital Solutions Team. Available since mid-October, it was set up to provide fast specialist on-site and remote imaging support to users throughout the UK.

The Imaging and Digital Solutions Team consists of three specialists in CBCT, dental implant planning software and computer-guided surgery, including Barry Chandler, who joined the company from the iDental Group. IDT experts David Balchin and Simon Da Floyo will also work alongside KaVo’s current imaging specialist, Alberto Neves, to offer their expertise in the use of a digital workflow and its seamless integration into the practice, the company said, ensuring the correct products are selected and return on investment for customers is maximised.

Customers may contact the new team through the KaVo website or via e-mail at info@kavo.co.uk

Software of Excellence and Zesty partner

By DTI

LONDON, UK: Since 2013, patients in the UK have been able to find dental care providers and book appointments via the Zesty website. A new partnership with Britain’s largest practice software provider, Software of Excellence (SOE), is aimed at extending the service to a wider population.

According to Zesty CEO James Balmain, the strategic move will enable new patients across the UK to easily find and compare providers and book dentist appointments on their mobile devices. Zesty will work with SOE to allow patients to search for dentists and book their appointments at the best dental practices, all in less than 60 seconds. “Our aim is to make finding an available dentist appointment as easy as booking a flight, hotel or restaurant online,” Balmain explained.

SEO UK Managing Director Ben Flewett commented that his company decided to partner with Zesty, as it offers an exceptional solution that makes booking appointments in dental practices easy to do and confirms.

According to its own figures, over 50 per cent of dental practices in the UK use SOE’s EXACT practice management software. The company is part of Henry Schein, which acquired the software provider in a £29 million transaction in 2007.