More than just a yellow repair bag
How BA International manages to stay ahead of the dental equipment repair business

By DTI

NOTTINGHAM, UK: For almost 25 years, BA International has been at the forefront of the handpiece repair business, providing repair and sales services to dental clinicians all over the UK. According to its own words, no other company can provide dentist with the full service peace of mind that it offers. Its ISO 9001 certificate ensures that it has quality management systems in place, to ensure exacting industry standards and to continually develop and improve its services. With over 350 combined years in the handpiece repair industry, its fully OEM accredited engineers, who are approved by companies like KaVo, W&H, NSK, Sirona, Bien Air, J/M ESPE, Elma, SciCan, Nitram, Henry Schein, Micro-Stega and EMS, ensure that customers get the best possible service in the industry.

To this day, it continues to work with dentists up and down the country to surpass expectations in what a repair company can offer in terms of quality and competitive pricing. So how do they do it without being just a yellow repair bag?

At the beginning, dentists use the free industry recognised prepaid repair bag to send in their handpieces. BA returns them in protective reusable & autoclava-
ble BA Steriboxes to ensure that the handpiece arrives safe and sound. In addition to handpieces, BA can also repair a huge array of small equipment devices such as amalgamators, ultrasonic baths, DAC and SciCan Statim autoclaves, curing lights and endo units, among many other things. For this, the company creates custom made insured boxes using foam moulding technology to protect the equipment during transit to ensure that it arrives safely. When clients receive their items back safely, they can keep the custom box for the future thus saving them further possible costs.

After a concise initial examination of the arriving handpieces and equipment, BA offers a free quotation on all repairs in order to allow clients to make an informed decision on whether it would be beneficial to repair an existing handpiece or invest in a new of their own state-of-the-art handpieces. The company offers steel & ceramic bearing replacements & cartridge replacements for all makes and models. In addition, they provide world leading high quality BA parts as well as OEM spares.

With every single one of our repairs, BA includes a full strip clean and service to ensure that handpiece return as new. It also carries out very specific tests in its repair facility during the service process which include chuck re-tension, speed and concentricity tests, as well as checks on the water system, chip air and air exhaust to ensure that every handpiece is in full working order. The company also has an extensive range of handpiece spare parts and can offer a same day turn around on most handpiece repairs, where applicable. BA is extremely proud to stock the largest amount of spare parts in the UK, more than any other provider and is therefore more likely to offer a same day turn around.

BA can offer free preventative maintenance advice upon request to help reduce a handpiece repair overheads and maximise the chair time utilisation. By advising dental staff over the phone on preventative maintenance, the company has found that it dramatically reduced their custom-er’s overheads and repair expenses. It can also offer advice on servicing, maintenance, regulations and recommended use of handpieces and dental equipment. Working with leading manufacturers, BA also offer guidance on reprocessing and adhering to the HTM09 guidelines in the most cost effective and time efficient ways.

Also available from the company is after sales services on repairs and purchases as well as consumables. So in case customers have any requirements from a handpiece or piece of small equipment, its staff can advise the best product for any clinical needs.

As they are an approved DAC service centre, BA International also offers validation and servicing for the DAC Universal. Its loan service ensures that whilst DAC is with them, customers are not left without one therefore not disrupting their daily operational requirements. Loan services can be also on many items to help customers when they need it the most. BA International work with dentists to ensure that they experience as little interruption in their clinical work as possible thus ensuring the best patient care.

As you can see, BA is far more than just a yellow bag. It says it can offer all this at the best price in the industry and if you can find a better price, it will beat it. So why not call their technical service department to find out if they can repair your faulty device.

More information on BA International and its services are available online at www.bainternational.co.uk.

CURAPROX expands to Ireland

By DTI

KIMBOLTON, UK: Oral health care products provider CURAPROX UK has announced its intended expansion of its presence on the British Isles with the appointment of Orla Sheehy as the new Senior Business Manager for Ireland.

Sheehy will oversee sales and development of the company’s core business within the Irish market over the upcoming months and work closely with iTOP (individually trained oral prophylaxis) tutor Barbara Derham as part of CURAPROX’s efforts to increase its educational reach. Originally from Carlow in southern Ireland, Sheehy has worked as a sales representative for GSK, among other positions. Over the coming months, CURAPROX said it will be increasing its support to oral health care professionals across Ireland through regional meetings and by attending exhibitions.

CURAPROX has been active in Ireland through distributors since 2014. Originally established in Switzerland in 1972, it has become a leading name in the market with oral health care products that the company recommends as safe, gentle and effective.
Invisalign celebrates four million smiles, raises funds for charity

By DTI

LONDON, UK/SAN JOSE, USA:
In September, Align Technology announced that the 4 millionth Invisalign patient has started his treatment in London. In celebration of this milestone, the company has called upon its followers to share a photograph of their smile on social media platforms. Align Technology will match every post with a $1 donation to international children’s medical charity Operation Smile to raise money to provide free surgeries for children with cleft lip, cleft palate and other craniofacial defects.

In particular, Align Technology has urged its followers to take and post a selfie with a hand-written sign reading “#4millionsmiles” on Facebook, Twitter or Instagram. People can also make use of Align’s template messages. Every smile posted will be included on a geolocation world map on a dedicated website. The initiative runs through September and is aimed at raising the equivalent of $100,000 to provide operations for 400 children in need.

Non-profit organisation Operation Smile has provided hundreds of thousands of free surgeries for children and young adults in developing countries who were born with cleft lip, cleft palate or other facial deformities. It is one of the oldest and largest volunteer-based organizations dedicated to improving the health and lives of children worldwide through access to surgical care.

Since 1982, Operation Smile has extended its global reach to more than 60 countries through its network of credentialed surgeons, paediatricians, doctors, nurses and student volunteers.

In celebration of World Smile Day on 7 October, Align Technology will renew the call for smile selfies to support Operation Smile. More information available at www.invisalign.com/4millionsmiles.

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The new Philips Sonicare AirFloss Pro gives your inconsistent flossers everything they need for improved interproximal health. With our new high-performance nozzle design and triple-burst technology, it creates three bursts of micro-droplets to remove plaque biofilm. Clinically proven as effective as floss for improving gingival health,** AirFloss Pro can be filled with water or antimicrobial mouth rinse for targeted treatment. And inconsistent flossers say it’s an easy addition to their daily routine. After all, the best solution is one they’ll use regularly... and effectively.

95% said it was easy to use*  
97% showed improved gum health**  
99.9% plaque biofilm removal in the treated area†

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** Survey of U.S. patients. **When used in conjunction with a manual toothbrush and antimicrobial mouth rinse. †In a lab study, plaque biofilm removal may vary.
UK implant market gets a new player

MIS to expand its worldwide business to the British Isles

By DTI

LONDON, UK: According to latest statistics by market intelligence provider idata, the UK market for dental implant fixtures is currently showing the highest growth within Europe mainly owing to its underpenetration compared to other countries like Germany, Switzerland or Italy. This makes the country attractive for many small and medium-sized providers that now see the chance to have their share of this promising market.

One of them is the Israel-based company MIS, an acronym for “Make it simple” and also the company’s motto, which after successful ventures in Europe and other parts of the world is now taking its first steps to open its own business in Britain.

For many the name MIS may only sound familiar due to its recent acquisition by Denstrify Sirona, but the company is actually a long and established provider of dental implant solutions, particularly in emerging markets in Eastern Europe and South America. But the recent step, which followed takeover rumours by a number of implant companies, will not affect the company’s expansion plans in Britain, if you want to believe Central and Eastern Europe & UK Regional Manager Alex Raychuk. Indeed, MIS plans to keep his brand separate as much as possible from those of its new parent company.

“We are actually very proud that Dentistry Sirona has shown that kind of interest in us and expect a number of good synergies come out of this transaction that will not only benefit our company but the whole market,” Raychuk said.

A native of Belarus and currently living in Germany, Raychuk has been overseeing the company’s development in Eastern and Central Europe since 2011. For the last two years, he has also been observing the market in the UK extensively as a visitor to tradeshows, for example, and thinks that it holds a large potential for his company to grow.

“We wanted to enter this market in the right way and at the right time because it is very important to come here ready and to take the proper steps to start a business,” he explains.

The UK market is developing very dynamically and offers some very exciting opportunities.”

“I believe we are now here at exactly the right time,” he further explains.

Coincidentally, MIS already had its first major product launch at Europerio in London last year, which saw the introduction of the V3 concept. Designed in collaboration with leading clinicians, including Prof. Nitran R. Buchach and Dr Yuval Jacoby, both from Israel, as well as Dr Eric Van Dooren from Belgium, this new implant is suitable for a wide range of surgical scenarios and promises immediate biological benefits for better treatment outcomes. Its design aims to provide both specialists and general practitioners with optimum flexibility in implant planning and placement for a restorative-driven approach. In particular, the triangular shape of the coronal portion is intended to encourage bone regeneration and to gain greater volume of bone in support of stable surrounding soft tissue for restorations with improved aesthetics.

According to Raychuk, it has also been a commercial success with over 20,000 implants sold since last year’s launch.

“It is a modern approach on implantology that is based on extensive scientific research and developed to provide clinicians with an advance from the start,” he said. “It is also a high quality product and with it we believe we can bring good value to the market.”

In addition to its latest premium product, MIS offers a number of established implant brands such as C1 and SEVEN, as well as prosthetic options, bone grafting materials and solutions for digital dentistry like the MAGUIDE for the production of surgical drilling templates based on a prosthetic-driven implant plan. With the expansion of the company, dentists in the UK will now also be able to purchase and receive first-hand support, according to Raychuk.

Sales and supporting office were recently opened in London. While the company will not be exhibiting at trade shows such as BDSA Dental Showcase or the Dentistry Show for the time being, it plans to concentrate on education, for which the company is known for through its internationally renowned seminars and its World Congress, which took place for the third time in Barcelona in Spain this year.

“We are already offering a number of good courses to our customers around the globe,” Raychuk said. “Of course we will bring this to this market as well together with many of our internationally renowned speakers. High quality education is very important and part of the soul of our company.”

More information about MIS and its products in the UK are available online at www.mis-implants.com. Raychuk can be contacted directly at alexander@mis-implants.com.