With new owner, BDIA Dental Showcase looks forward to promising future

Thousands of dental professionals attended most important dental event of the year in London

By DTI

LONDON, UK: Before even the first day of this year’s BDIA Dental Showcase came to a close, news broke that George Warman Publications, part of the Mark Allen Group, bought the rights to Britain’s most important dental event. The publisher of several UK dental publications, including Dental Update and The Dentist, will be running the exhibition from the next edition in Birmingham in 2017 onwards. According to the British Dental Industry Association (BDIA), which represents dental manufacturers and suppliers in the UK, the show will continue to be known as “BDIA Dental Showcase” for at least five years. The organisation also said it will be working very closely with the Mark Allen Group to provide the best possible event for exhibitors and visitors in the future.

“Dental Showcase will benefit greatly from this new arrangement, providing fresh initiatives to maintain the show’s position as the market leader,” commented BDIA President Mike Cann. “Working in partnership with George Warman and the Mark Allen Group is the perfect solution. They run leading exhibitions and events across diverse sectors and I believe their experience and expertise will make BDIA Dental Showcase an event that will be the envy of most.”

This year’s edition, which took place from 6 to 8 October at the ExCel, saw plenty of new products and services for dental professionals on display. Among the many newcomers to London was Dental Tribune International (DTI), which exhibited its extensive portfolio of publications and events at Booth B246. Visitors were invited to pick up their latest copy of Dental Tribune UK, as well as inform themselves about other DTI titles, such as the specialist magazines for a variety of dental disciplines and the Journal of Oral Science and Rehabilitation, which was launched in 2015 with the aim of providing high-quality research and clinical papers in the fields of periodontology, implant dentistry, prosthodontics and maxillofacial surgery. Information about the Dental Tribune Study Club, CMI Clinical Masters’ Courses and DTI-organised events, such as the roots summit in Dubai, were also available.

Up to 550 dealers and manufacturers presented their latest products and services in London.

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Plenty of innovations

After the recent launch of its latest Sonicare toothbrush, Philips unveiled another addition to its cloud-enabled health ecosystem of devices and tools, equipped with Breathometer technology, the Sonicare Breathcare is a new device that is intended to help users measure, track and analyse their breath quality easily and reliably.

The small and compact device will be available from early 2017 and allow users to analyse a sample of their breath in under less than 30 seconds, company representatives told Dental Tribune. The results are displayed in real time and can be synchronised with the Philips Sonicare app for further feedback and analysis, such as breath quality patterns.

Also on display in London for the first time to a professional audience was the new Sonicare Flexcare Platinum Connected. The blue-tooth enabled toothbrush synchronises with the Philips Sonicare app to track brushing habits in real time. A number of sensors track and analyse the user’s brushing routine, while a personalised 3D mouth map highlights trouble spots in order to coach the user on his or her brushing technique. Location sensors track where the user is brushing for the recommended time in each segment of the mouth. Moreover, sensors alert the user when he or she is applying too much pressure or scrubbing the teeth rather than guiding the brush. A personalised touch-up feature shows missed spots during brushing and encourages the user to go back to clean these.

People who clean between their teeth with a water flosser now have a device that allows them to do so wherever they want. Launched by Waterpik at the BDIA Dental Showcase, the new Cordless Freedom Water Flosser has no power cord and comes with a waterproof case. Operated by batteries, the new device is extremely lightweight and portable, according to the company, and thus can be used for travel and by people who do not have shaving sockets in their bathroom. Furthermore, it offers in-handle control and two built-in pressure systems.

Since flossing with the Water Flosser has been shown to be more effective than interdental brushes at reducing gingival bleeding, the Cordless Freedom Water Flosser is suitable for patients undergoing orthodontic, periodontic or implant treatment, the company said. “Unlike string floss, the Waterpik Water Flosser has been clinically shown to remove plaque and reduce bleeding gums,” remarked Waterpik Director of Professional and Clinical Affairs Deborah M. Lyle on the results of several recent studies. “Water Flosser has also been shown to be up to three times as effective for removing plaque around braces and twice as effective for improving gum health around implants, compared to string floss.”

Henry Schein was extending its recently launched loyalty scheme at the Showcase. Aimed at dental professionals who direct more than 80 per cent of their consumables spend to the company, the new REWARDS Platinum will offer a number of additional benefits, including double points on all purchases, a per cent discount on contract cover and annual service, as well as a zero charge on small orders.

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Customers who are eligible for the new scheme will be able to upgrade their status in the upcoming weeks, according to Henry Schein.

The company introduced Rewards for the first time at the Dentistry Show in April. Since then, over 1,000 customers in the UK have enrolled in the scheme, representatives said in London. Available exclusively to dentists and dental technicians, the programme is open to Henry Schein and Software of Excellence customers in the UK. Once enrolled, members enjoy a number of benefits, including special previews and early bird discounts on upcoming Henry Schein and Software of Excellence events. For a limited period, members will also receive a £100 discount on Practice Analysis, a new programme that is part of the company’s Dental Business Solutions offering to help practices increase their business revenue.

Also announced at Dental Showcase were new partnerships for Henry Schein Laboratory, allowing it to now exclusively offer BruxZir Shaded Milling Blanks, BruxZir Shaded 16, and BruxZir Anterior from Glidewell Laboratories to UK dental laboratories. Also announced at Dental Showcase were new partnerships for Henry Schein Laboratory, allowing it to now exclusively offer BruxZir Shaded Milling Blanks, BruxZir Shaded 16, and BruxZir Anterior from Glidewell Laboratories to UK dental laboratories.

Dental Showcase saw a high number of newcomers. The Italian manufacturer Mocom, for example, was presenting with its own brand of products at the show for the first time. Another recent addition to the portfolio is Roland DG’s DWX-51D five-axis milling unit, which effortlessly produces precise dental prostheses, including copings, crowns, bridges, inlays, onlays and abutments. In addition to many of the established market providers, the ‘focus of our stand here is our new thermal disinfectant, Tethys Hio Plus, which decontaminates, washes, thermally disinfects and dries instruments with hot air, all in a single process, automatically preparing them for subsequent packaging and sterilisation."

Dental industry in good health

With many exhibitors reporting excellent on-stand sales, visitor figures for this year’s Showcase have shown that the dental industry is in good health with practices and practitioners happy to apply many of the technological advances they have discovered at BDIA Dental Showcase 2016, the BDIA said.

Michael Cann, who is also Managing Director of Septodont, was delighted with the numbers of visitors that they have seen at this year’s show. "Our stand this year has focused on our new online CPD training that will allow practices to be compliant with the 2013 Sharps Legislation using our new needle-stick injury prevention devices, which has had a very good response from visitors," he said.

Sonia Tracey, Vice President of the BDIA and Managing Director of W&H, commented, "The visitors we have seen at our stand this year have done their homework before coming to the show, which makes our work so much better as we can offer them more detailed information and products that are useful back in their practice. This has also allowed us to spend quality time with them to ensure they get all the information they need. We couldn’t have asked for better.”

Next year’s Dental Showcase will be held from 19 to 21 October. The premier dental business event for the UK market takes place at ExCel, London every two years. Every other year, the show moves to the NEC Birmingham. Each of the last two editions saw over 12,000 dental professionals from across the UK in attendance.