Nobel Biocare opens first Procera plant in Japan

Nobel Biocare opened its first Japanese Procera plant in Tokyo on Sept. 1. According to company officials, it now has the capacity to manufacture ceramic dental implants in all major world markets.

Nobel Biocare built the plant in response to rapid growth in the demand for dental implants in Japan and the rest of Asia. The site, which makes crowns, bridges, abutments and laminates, also has training facilities to bolster product support throughout Japan. It passed the ISO 13485 quality audit with zero non-conformities.

“Our new plant in Japan is the perfect example of how we deliver our best-in-class solutions to our customers around the world,” says Heliane Canepa, president and CEO of Nobel Biocare. “We are now closer to our Japanese customers to support them even better. We will be able to provide beautiful smiles to patients in a quicker and easier way,” Canepa and her successor, Domenico Scala, hosted the opening ceremony. It was accompanied by seminars, panels, live treatments and presentations by dental experts.

Demand for individualized dental restorations is growing rapidly in Asia, including Japan. Market studies indicate that in 2006, sales of nearly 18 percent. During the first six months of 2007, Nobel Biocare posted a 45 percent increase in sales of dental implants in Japan.

The company has had a direct presence in Japan, its third largest market, for 20 years. Nobel Biocare also has ceramic centers in Stockholm, Sweden and Mahwah, NJ, and implant manufacturing sites in Karlskoga, Sweden and Yorba Linda, Calif.

Procera is a high-tech process that enables dental professionals to outsource the production of individually designed crowns, bridges, laminates and abutments. Nobel Biocare has already manufactured more than 7 million Procera products. They can be ordered online, around-the-clock using digital files containing design specifications for individual treatment solutions. The fully automated production process begins immediately upon receipt of the file, and after a few hours a custom-made product is sent to a dental lab. Every piece is unique and made individually for each patient.

A new level of clean: Sunstar introduces the GUM® Summit™+ toothbrush

CHICAGO, Ill. – Sunstar Americas, a leader in oral health care products, is pleased to introduce a new level of cleaning, plaque removal and gentleness with the new GUM® Summit+ toothbrush.

Summit+ has been designed to provide significantly deeper penetration into the sulcus, along the gingival margin, and interproximally for superior cleaning and plaque and bacteria removal. Summit+ also has a unique design that makes it extremely gentle on gingival tissues.

Summit+ features extremely tapered bristles, which in addition to conventional bristles, are arranged in a hi-level bristle design. Typical end-rounded bristles are less than 0.5 mm tapered to 0.02 mm, the upper bristles of Summit+ are designed with the final 6 mm tapered to 0.01 mm. This enables the Summit+ bristles to penetrate more deeply into the sulcus, along the gingival margin, and interproximally to clean and remove plaque and bacteria in areas that are typically unreachable by conventional bristles. Summit+ provides a unique and highly effective multi-level cleaning experience.

Independent scientific laboratory testing has proven that compared to a leading toothbrush, Summit+ statistically outperformed the competition in subgingival cleaning, cleaning along the gingival margin, and interproximal cleaning and plaque removal. This has set a new standard for a superior level of clean.

The unique dual level bristle design of Summit+ is exceptionally gentle on gums and tissue while providing statistically superior cleaning and plaque removal, remarked Bill Jacobs, Summit+ product manager at Sunstar Americas. “Summit+ is now the best option available for a superior level of cleaning and comfort.”

The modern, new tri-color handle of Summit+ has soft grips for added comfort, control and gentleness. More importantly, the special shape of the handle aids maneuverability and is extremely easy to grip.

The GUM® brand Summit+ toothbrush is available in full soft, compact soft and compact sensitive. It is available for $14.00 per dozen at list price, or Sunstar Gold Plan members can purchase Summit+ for the discounted rate of $11.20 per dozen.

As a special introductory offer, dental professionals will receive a generous rebate when purchasing a selection of GUM® Summit+, Soft-Picks®, Go-Betweens®, Eez-Touch DPIs, or Eez-Thru® Flossers. This offer is valid from Oct. 1 through Dec. 31.

For more information about Summit+, or any other GUM® products, call 1-800-528-8557 or visit www.SunstarAmericas.com.

Data from testing conducted through the University of Nebraska Medical Center, College of Dentistry, YRC Inc. and on file at Sunstar.

Please turn to page 29 for more news.