

## DENTAL QUOTES

As the dynamics for today's economic climate are constantly changing, companies, too, are responding to current industry developments and revamping their market appeal. Dental Asia reviews how some companies have managed and emerged from the economic ebb and flow.

Compiled by **GERALDINE SIM**



**Mr. David Boegler,**  
Global Sales Manager, AMD LASERS, LLC.

"AMD LASERS had an amazing 2009. I look forward to 2010, especially with the new launch of Picasso Lite. The global current economic climate has not affected our business because of the quality and affordability of our products; each operatory is able to affordably integrate laser technology. Our products have been sold in over 50 countries so far, they are registered in most countries including a variety of Asian markets."



**Mr. Frei Rodolfo,**  
Director, Asia Pacific, COLTENE WHALEDENT.

"We have just finished a sensitive 2009 with certain economic conditions that disturbed the dental supply chain, forcing the industry to make some readjustments. Despite all that, 2009 was a year of growth for Coltene Whaledent in the Asia Pacific area. We expect a more stable and better 2010 since we believe the low point has been reached, and has already seen business pick up in the second half of 2009."

"Aribex is a young US manufacturer with a game-changing product. Even in stable economic times, pushing the envelope in the medical devices business is challenging. We've had a huge year-over-year increase in revenue in FY 2009, placing our company on the prestigious Inc. 500 list of the fastest growing privately held companies in America. The momentum Aribex built last year is already pointing to a great 2010. The key to our success is greater market access. Our global emphasis has been on gaining unrestricted approval of our handheld x-ray devices. We are armed with irrefutable, independent safety and performance verification from the most respected research academics and radiation experts in the world."



**Steve Kinney,**  
Asia Regional Manager,  
International Regulatory Specialist, Forensic  
Application Specialist, ARIBEX, INC.

"As I write this we are commencing a new year, so a very peaceful and prosperous greeting to all my doctor and dealer contacts and friends. Last year was a tough year mainly due to lack of confidence. Confidence is returning, more quickly to those trading companies that respect that education and training are paramount. For my part representing MOCOM, VIVI and DENTOZONE. I am continuously telling the manufacturers that to grow their business in the East will require both innovative product development and the educational training to accompany the products. The East is the market place of the future, with the potential and most importantly the DESIRE of the profession and industry to be the best in the world. My opinion is that the latter end of 2008 and 2009 was a significant hiccup but no more than that, as the East moves forward."



**Mr. Nigel King,**  
Technical & Sales  
Advisor Far East,  
VIVI S.R.L.

## INDUSTRY BRIEF

### VITA and SensAble partner to integrate VITA's tooth libraries into the SensAble dental lab system

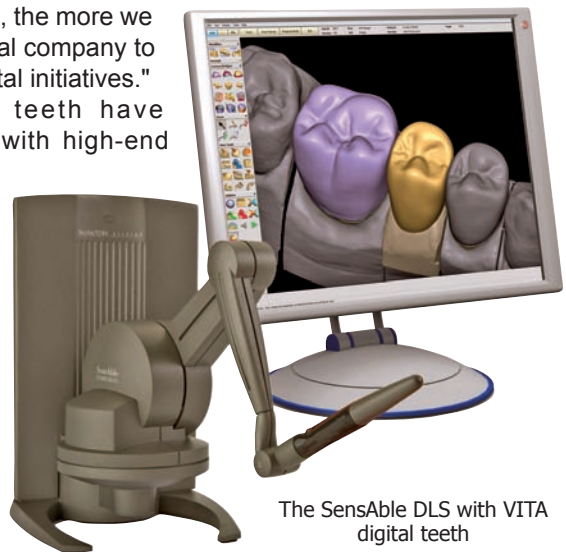
**SensAble Technologies and VITA®** recently announced that SensAble has integrated VITA's celebrated PHYSIODENS® and VITAPAN® digital tooth libraries into the SensAble Dental Lab System (SDLS). SensAble's system is an integrated CAD/CAM solution to scan, design and fabricate a wide variety of dental restorations, including full-contour crowns and bridges, as well as metal and flexible partials.

These two digital libraries were created specifically for inclusion in SensAble's system by precisely scanning VITA's hand-crafted denture teeth – renowned for their exacting conformance to the look, shape and function of natural teeth. Dental lab technicians use the 3D models of the teeth as a starting-point for digitally designing the perfect fitting restoration for a patient. By offering VITA's tooth libraries in digital form within SensAble's system, the two companies expand dental labs' choice and flexibility to deliver the most functional and aesthetically pleasing restorations to their dentists – restorations created with digital speed, precision and efficiency.

Using the SensAble Dental Lab System, lab technicians can select a virtual tooth from the library, and then quickly adjust the size, morphology, and placement as needed. They can use the tooth libraries to quickly design porcelain or full metal crowns and bridges. Additionally, the VITA digital tooth libraries help speed the design of combination cases where the teeth on a removable partial need to match the patient's fixed restorations.

"SensAble shares the same commitment to long-term innovation in the dental restoration business as VITA," said Bill Sundheimer, president and COO, at Vident. "We immediately saw how SensAble's use of 3D virtual touch in their Dental Lab System could help lab technicians rapidly transition to digital design because it allowed them to build on the artisanship and skills they'd already spent years perfecting. The more we learned about SensAble and the depth of its 3D modeling capabilities, the more we found it to be the ideal company to work with on our digital initiatives."

"VITA denture teeth have been synonymous with high-end excellence," said Bob Steingart, president of SensAble Dental Products, "By adding VITA's digital tooth libraries to the SensAble system, we provide more versatility, labs are able to speed design by choosing the best "virtual teeth" for the case at hand." **DA**



The SensAble DLS with VITA digital teeth