

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 takes a look at how some companies are riding this new economic wave.

by GERALDINE SIM

"Globalisation forces organisations to venture outside their comfort zone and charter into unknown territories that is out of their homeland, and which has altered the organisations' strategies. This has translated into more players in a similar market place. "Cutting throat pricing strategy", diversity of product choices, and faster and timely response time with the setting up of local present offices; from our competitors are directly affecting Cefla Dental business in Asia market. China market is still holding up best in Cefla Dental business in the Asian region."



- Mr. Y. K. Lee,
Area Manager (Asia),
CEFLA DENTAL.

"When the economic climate is tough, people want to reduce non-essential discretionary spending, thus elective dental procedures will be affected in some degrees, such as cosmetic dentistry using ceramic restorations, orthodontics, indirect veneers, whitening, implants, etc. However, there are also essential dental treatments whereby patients want to have, no matter what happens to the economy. Shofu has a diverse range of restorative products to meet different needs and wants for basic and premium treatment services. During the slow economic time, our direct restoratives did very well, especially our Giomer products. The Asian dental industry is not as matured as in the USA or Europe, but it had weathered two serious financial crises. It will be back on track to flourish with lots of opportunities, especially in China, India, Indo-China and Middle East markets. In the next five years, I believe the Asian dental industry will definitely be the driving force of the global dental industry. Besides the market and economic factors, it is necessary to understand the trends in clinical techniques, whereby Shofu is committed

to support the advancement of new clinical techniques in minimally invasive cosmetic dentistry (MiCD). Shofu contributes in developing and providing dental professionals with newer aesthetic biocompatible materials to achieve their goals in MiCD."



- Mr. Patrick Loke,
General Manager-Marketing,
Asia Pacific Region, SHOFU INC.

INDUSTRY BRIEF

Ivoclar Vivadent presents its Implant Care Program

Ivoclar Vivadent's Implant Care Program spans coordinated products and provides a comprehensive protection of implant restorations.

Ivoclar Vivadent presents Implant Care, a product program for the professional care of patients during the various implant treatment phases and throughout the rest of their lives. This program allows dentists to meet the requirements posed by complex restoration structures and the patient's individual intraoral situation. Implant Care includes a set of coordinated products, such as the disclosing liquid "Plaque Test", the "Proxyt" prophylaxis paste with an RDA value of 7, the chlorhexidine-containing protective varnish "Cervitec Plus", the oral health care gel "Cervitec Plus" containing chlorhexidine and fluoride, and the lip and cheek retractor "OptraGate". All these products for professional tooth cleaning and bacteria control, protect and preserve the sensitive peri-implant tissue. High-quality superstructures, fixed or removable dentures and natural teeth are thus optimally treated, both in terms of function and aesthetics. A special Implant Care Kit is available immediately. **DA**

Nobel Biocare appoints William Ryan as General Manager North America and Ernst Zängerle as Head of Global Operations

Nobel Biocare announces that William (Bill) Ryan has been appointed President & General Manager for North America and member of the Executive Committee with immediate effect. He replaces Kevin Mosher, who after five years with the company, has decided to pursue a new professional challenge. Nobel Biocare thanks Kevin Mosher for his contribution and wishes him the very best for his future.

Bill Ryan's career in health and dental care spans more than 30 years, including multiple equivalent assignments with Straumann, Nobel Biocare and Pharmacia. Bill Ryan assumes his new position after having returned to Nobel Biocare in July 2008, as senior advisor to the CEO. He earned both bachelor's and master's degrees from the City University of New York, and is also an alumnus of Northwestern University's senior executive program. Bill Ryan has held board positions with both the University of Pennsylvania and Harvard dental schools, and currently holds similar positions with the Nova Southeastern and University of Connecticut dental schools.

Ernst Zängerle has been appointed Head of Global Operations and member of the Executive Committee with immediate effect. He replaces Mathias Krebs, who will take over a new assignment within Nobel Biocare. Ernst Zängerle's career includes several assignments in the watch industry, where he has been responsible for supply chain management and operations at leading watch manufacturers. Ernst Zängerle has a degree in mechanical engineering and economics from the Konstanz University of Applied Sciences, and has been a member of Nobel Biocare's Board of Directors since 2002. Due to his new operative function, he will step down from that position with immediate effect. CEO Domenico Scala said: "With Bill Ryan, I am very pleased to appoint a leader for our North American market who has extensive industry experience and an excellent performance track record. Thanks to his current position as my senior advisor, he is already well acquainted with the company. Ernst Zängerle has been instrumental in helping Nobel Biocare to realize significant improvements in operations this year." **DA**