

"By keeping a tab on operating costs by way of trying to cut the frills, and focus on providing a quality product and service, we found that our business actually increased significantly. Korea is a very resilient market where its people are well-informed on dental aesthetics, and also primarily their dental care givers are constantly upgrading their skills with material innovations."



- Mr. Alvin Chia,
Managing Director,
Asia, Ortho Technology Asia Pte Ltd.

"More than ever, we have to listen to our partners and customers to support them. It is important to be flexible but hold on to the long-term strategy of the company. In some markets, you lose, and in some markets, you win, but you have to be open for new opportunities and understand the market. In general, those markets where the partnership between manufacturer and local partner is energetic, based on trust and a professional drive."



- Mr. Jacky Dijk,
Managing Director,
Vertex-Dental Asia Pte Ltd.

Elephant Dental Korean Tour

In cooperation with Doo Whan Kim, owner of the Seoul-based dental company DACO, Elephant Dental organised the "Short ways, big action – Interaction Korea Tour 2009" in October, with key opinion leader, Hans-Jürgen Joit, from Düsseldorf visiting, demonstrating, lecturing and entertaining some of the most established dental technicians, lab owners and dental students in South Korea.

The tour encompassed seven hands-on courses and two lectures, including live demonstrations, at eight different locations in eight days, with an approximate attendance of 550. Elephant Dental's new product, Interaction ceramic, was the key highlight of the tour. **DA**



Dentozone (HK) Corporation presents Tipsbite, saves on time and costs.

Dentozone (HK) Corporation has recently launched a new innovative product called TIPS BITE.

TIPS BITE is a dental device that will make the work process for dentist, swifter and more economical, providing greater patient reassurance at the same time. The device is able to safely keep open the patient's mouth by use of a bite block. This gives the patient reassurance that they will not accidentally bite the dental equipment or cause an accident with the cutting instruments, which may be daunting for patients. In addition, it provides the suction conduit to remove saliva and fluids. The device also includes a tongue re-strainer which keeps the tongue out of the working area, thereby assisting the dentist in his operations, and at the same time providing assurance to the patient that they will not put their tongue in to the working arena. The extra significant benefit is the lighting that TIPS BITE provides from within the oral cavity. The light is adjustable to three levels of intensity. This device allows the dentist to work single handed all or part of the time, as is chosen. The manufacturer confirms that the device can be fitted to almost all dental units.

For more information contact asia@dentozone.com or dentalnigel@live.co.uk for interest in the Far East (Taiwan to Indonesia) or visit: www.tipsbite.com. **DA**

