

# today

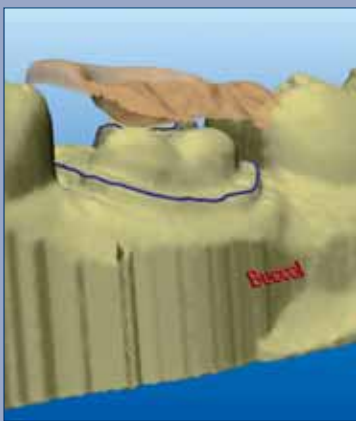
**SHOW  
PREVIEW**



**Interview**

Prospects for the 33<sup>rd</sup> International Dental Show look promising, representatives of the German dental industry have agreed. Inside *today*, Dr Martin Rickert (VDDI) speaks about the current state of the industry and his expectations for IDS Cologne 2009.

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**Trends**

During the last two years, most fields in dentistry have taken a great leap forward in terms of materials and techniques. We give you an insight on the latest trends and developments with interviews and expert articles.

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**Business**

A number of new and innovative products will be on display at IDS Cologne 2009. Get an overview in our preview section and see what the world's most innovative dental companies have to offer.

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**HYBRID IMPLANT**  
BY T.B.R. GROUP  
Hall 11.2, K 048 - L 049  
www.tbr-group.com

## IDS Cologne flourishes despite economic trouble

Foreign companies are more prominent in 2009

Foreign companies will have greater representation in this year's International Dental Show (IDS) in Cologne in Germany. In addition to the United States, which still bring the largest number of foreign-based exhibitors to IDS, large contingents from Korea, Italy and Brazil have announced their participation. Morocco and Singapore are also participating for the first time.

Representatives of the German dental industry and the organiser Koelnmesse rejected fears of economic cutbacks due

to the ongoing financial crisis. Prospects for IDS 2009 look promising, they agreed. According to Dr Martin Rickert, chairman of the Association of German Dental Manufacturers (VDDI), there

is still a steady demand for medical and dental services. However, the industry might be subject to short- or mid-term fluctuations. expect people to invest heavily in their personal health. Financial considerations won't play much of a role here."

USA, has projected the overall market volume to exceed US\$21.8 billion by 2015. The demand for dental products and services is predicted to remain healthy due to a growing demand in cosmetic treatments, new products that reduce patient discomfort, increased health consciousness, and dental implants. Growth in the conventional supplies category may be reduced because of emerging procedures and technologies that require fewer supplies and materials.



The 33<sup>rd</sup> IDS will take place from 24–28 March at the fairground in Cologne. Exhibitors have announced the introduction of a number of new products and services in growing sectors like implantology and prophylaxis to an expected 80,000 visitors from Germany and abroad. A new navigation system is supposed to help visitors find exactly what they are looking for. Electronic tickets can still be purchased in advance from the Koelnmesse online shop.

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Germany, Japan, and the United States collectively dominated the global dental supplies market, with over 80 per cent share of sales in 2008. A recent report by *Global Industry Analysts, Inc.*,

Although differences exist between dental markets, rapid improvement of living standards has recently induced greater realisation about the quality of medical and dental services in countries such as India and China. Consequently, these countries are exhibiting an increasing demand for modern and sophisticated technology and equipment.

**IDS Cologne 2009**

**Date:**  
24–28 March, 2009

**Opening times:**  
8 a.m.–7 p.m. (Exhibitors)  
9 a.m.–6 p.m. (Visitors)

**Venue:**  
Koelnmesse exhibition  
Halls 3, 4, 10 and 11

**Online admission fees:**  
Day ticket: 13,00 EUR  
Ticket for 2 days: 17,00 EUR  
Ticket for all days: 21,00 EUR  
Day ticket for students  
and trainees: 7,50 EUR

**Organisers:**  
The IDS is held every two years in Cologne and is organised by the Gesellschaft zur Förderung der Dental-Industrie mbH (GFDI), the commercial enterprise of the Association of German Dental Manufacturers (VDDI).

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**More information at:**  
www.ids-cologne.de



## Hybrid anatomy requires Hybrid implants

TBR Group presents revolutionary Zirconia-Titanium implants for better integration in soft and hard tissues

Dental implants have to manage a hybrid anatomy because they are replacements of dental roots and need to integrate both in the hard tissues (bone) and soft tissues (gingiva). Most of the dental implants in the market nowadays are made of a single material, although these two kinds of issues require different materials. Therefore, the TBR Group decided to rethink the definition of a dental implant and to develop a hybrid system to optimise both the integration in bone tissue and gingiva.



Hybrid implant (DTI/TBR Group)

transgingiva collar. From a mechanical point of view, this technology combines the mechanical advantages of titanium in flexion and those of zirconia in compression which makes the TBR Hybrid implant system more resistant than a regular titanium implant.

According to Julien Benhamou, CEO of the TBR Group, after more than seven years of studies and publicising in the *Journal of Oral and Maxillofacial Implants* and the *Journal of Applied Biomaterial and Biomechanics* his

The result was the TBR Hybrid implant: a one-stage titanium implant with a zirconia

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## What to do

### in Cologne

■ The city of Cologne is a modern, international metropolis. The city's many museums are able to tempt visitors after the trade fair has closed. Music lovers can look forward to classics in the Philharmonie concert hall and in Cologne's opera house. Many small theatres and cultural outfits also add to the programme with varied musical theatre plays and exciting live concerts.

#### Picasso or Gauguin, design or church art

Cologne's many museums offer a range of high-quality exhibits. The Ludwig Museum, for example, which has become famous for its collections of Picasso and PopArt, is showing special exhibitions by Lucy McKenzie and Maria Lassnig during IDS. In the Wallraff-Richartz Museum, an exhibition with watercolour paintings by Caspar Scheuren will add to the collection with works by Dürer, Rubens, Gauguin and other master painters. Kolumba, the art museum of the archbishopric of Cologne, joined Cologne's the museum landscape in autumn 2007 with its new building in Cologne city centre. There, works of art from the Late Antiquity to the present are presented impressively inside the war ruins of the Late Gothic church of St. Kolumba.

#### World-renowned classics in the Philharmonie concert hall

Cologne's Philharmonie concert hall offers admir-

ers of classical music an outstanding programme. On 25 March, the Dresdner Philharmoniker will make a guest appearance to play works by Beethoven, Brahms and Weber. On Thursday, 26 March, Cuarteto Casals will also play pieces by Haydn, Bartók and Shostakovich. In addition, the Cologne opera house has announced to begin a new production of Tristan and Isolde during IDS.

#### Monty Python's Spamlot

Following on from its enormous success in New York and London, the musical Spamlot by the world-famous British comic group, Monty Python, has come to Germany for the first time. From January 2009, Cologne's Musical Dome will be hosting the hilarious spectacle which was recently awarded "Best Musical" at the Tony Awards.

#### Free transport by bus and train

The IDS exhibitor card and admission ticket will allow visitors to travel with all public transport within the Rhein-Sieg transport association (VRS) for free. It also includes free travel in the entire local area from Leverkusen, Bonn, Düren to the area of Bergisches Land.

[www.koeln-tourismus.de](http://www.koeln-tourismus.de)

(Edited by Daniel Zimmermann)

## News from IDS available online in English and German

■ In only six months, the news website [www.zwp-online.info](http://www.zwp-online.info) has made a strong impression on the German-speaking dental community. In addition, a new website was launched by *Dental Tribune International* just before IDS, providing the latest news to dental professionals around the globe. The operators of both websites

have now announced to cover the show—both in German and English—in 2009.

In mid-February, a countdown ticker was launched, counting down the days until the opening of IDS Cologne on 23 March. Three weeks prior to IDS, users will also find previews, product news, and short video clips on ZWP Online.



The live coverage, featuring photo galleries and video files, will be this year's highlight. In addition to the latest industry news and announcements, users will also be able to review and download the daily newspaper *today international* in ePaper format, entirely free of charge. The bilingual newspaper, published



by *Dental Tribune International* and its German sister company *Oemus Media*, has become the No. 1 guideline for visitors and exhibitors of IDS. A newsletter will also be available for those users that are unable to attend the event in Cologne but do not want to miss out on what's new on the show floor.

ZWP Online was launched in September 2008 and has experienced a strong growth in visitors ever since. According to latest figures, the website

generated over 70,000 page views in February 2009.

The new *Dental Tribune* website, which is aimed at general practitioners around the globe, provides access to an archive of international dental news that are gathered from the network's partners in over 91 countries. In addition, users will have access to discussions, expert blogs, and an extensive product database.

[www.zwp-online.info](http://www.zwp-online.info)  
[www.dental-tribune.com](http://www.dental-tribune.com)

## US dental industry visits IDS Cologne

Full range of products will be presented in hall 4.2

■ More than 125 US dental companies have announced to participate in the US Pavilion of the Dental Trade Alliance in hall 4.2. Executives told today that their companies will offer dentists the widest possible array of new products and equipment that they can deliver to local dentists through the European distributor of their choice. In addition, there will be live demonstrations of products on a daily basis as well as a small reception at the end of each fair day along meetings with other international delegations.

Dental distributors will be welcomed to attend a dealer

only breakfast on Thursday, 26 March at 7.30 before the official opening of the exhibition. There will be a full breakfast and an opportunity to go through the US Pavilion and meet all the manufacturers assembled.

With a strong Euro, US products and equipment have become more attractive than ever for dentists in Europe. Manufacturers of dental equipment will have small operatories available to demonstrate the wide range of large equipment including digital radiography, 3-D X-Rays, chairs, units, lasers, CAD/CAM and more. Consumable products by com-

pany include disposables, prophylaxis angles, hand pieces, sterilization units, oral health rinses, whiteners, orthodontic products, burs, lights, scopes and so much more. It is complete shopping extravaganza for dentists interested in the latest innovations from America, DTA officials said.

American companies located in the US Pavilion include DentalEZ, Miltex, Denbur, George Taub, Lares Research, Richmond Dental, Pascal, Dentorium, Vaniman, Palmero Health, Freelin-Wade, Tornado Plastics, Lang Dental, Midmark, Porter Instrument, Progeny, Parkell, TriHawk, Mydent,

Chapman-Huffman, Handler, DCI, and others.

The US Pavilion offers private meeting rooms with internet capabilities for confidential discussions. Visitors should make plans to walk the entire US Pavilion and make appointments with US companies to see a complete demonstration or discuss delivery with the individual manufacturer. Translators are on hand to assist with purchases and demonstrations.

A complete list of exhibitors from the US and Canada are available at the DTA website at [www.dentaltradealliance.org](http://www.dentaltradealliance.org).

today "page 1"

company found that zirconia is an optimal material for gingiva-integration because compared to titanium it features no significant bacterial colonisation. Additionally, it is dense, smooth like glass and offers perfect ivory transparency for high aesthetic results. "Titanium is recognised as a very adapted material for the bone-integration but we saw that it was not the best material for gingiva integration in regards to bacterial colonisation, grey transparencies and aesthetic results," Julien Benhamou said.

He also said that the initial healing around the zirconia transgingiva collar of the implant has been very impressive and the bacterial colonisation was drastically reduced. "With the TBR Hybrid implant system aesthetic complaints will be a thing of the past. Thanks to the transgingiva zirconia collar, den-



Julien Benhamou, CEO of the TBR Group. (DTI/TBR Group)

tists will be able to provide their patients with higher standards of aesthetics in implantology," he added.

The new Hybrid zirconia titanium technology, which has received the Frost and Sullivan Award for Technological Innovation in 2007, is available in 45 countries and will be shown at IDS 2009 in Cologne. It is CE certified and has received clearance from the US Food and Drug Administration (FDA).

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# “IDS has always been a driving force behind the dental market”

Interview with Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI e.V.)

■ *Prospects for the 33<sup>rd</sup> International Dental Show next month look promising, representatives of the German dental industry have agreed. At a recent press conference in Cologne, they also rejected fears of economic cutbacks due to the ongoing financial crisis. According to Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI e.V.), there is still a steady demand for medical and dental services. Today Editor-in-Chief Daniel Zimmermann spoke with Dr Rickert about the current state of the industry and his expectations for IDS Cologne 2009.*

**Daniel Zimmermann: Dr Rickert, the economic valuation of the German dental market in 2008 was fairly positive. Has this changed with the current financial crisis?**

**Dr Rickert:** Not really. As you correctly point out, it is predominantly a financial crisis. The industry's outlook for 2008 was good and currently there is a trend towards a stable return which does not fulfil all our expectations but still promises to deliver satisfactory profits. There are certainly fluctuations in various market segments and world markets that stem from different influences and are not attributable to a single cause.

**There have been initial reports on redundancies in the United States. Should we be preparing for cutbacks or restructuring measures in Germany as well?**

The US health sector differs from that in Germany and in most European countries and, therefore, many private investors have been affected by the financial crisis. Mass redundancies in key sectors mean that many people can no longer contribute towards company health insurance schemes in the US. This will

definitely not be the case in Germany because the statutory health insurance provider and private health insurance companies are prepared to cover the healthcare costs for their clients in the future. Even if we are in for job losses in various economic sectors, there are not likely to be any negative effects on the German healthcare market.

**What positive effects will IDS have on the industry?**

The 33<sup>rd</sup> IDS will again exhibit a comprehensive range of modern dental products and technologies. Visitors will be able to see and experience an abundance of new product and service innovations. Technological developments in the medical field and our industry's investment in research and development continually produce new and improved system solutions for dental practices and laboratories, which are of great financial interest to dentist and technician alike.

IDS has always been a driving force behind the dental market and will remain in this role in the future. I expect our partners—dentists, dental technicians, dental hygienists, and prophylaxis assistants—to be able to convince patients that investing in their health is the best way to secure their own well-being and quality of life. Investments in health are investments in one's own future. I am confident that despite the current economic fluctuations patients will not neglect their oral health or decide not to make use of necessary care and treatment. Falling prices for energy, the commuter tax relief refund, and private savings assets of around €10 trillion in Germany ensure the liquidity of a large portion of the population. Moreover, patients' demands for health-related services are mostly governed by acute health problems and the

desire for a return to health and recuperating quality of life.

**Dental implants and automated fabrication of dental restorations are currently the fastest growing sectors in dentistry. Is this boom reflected in the products and services that are going to be presented at IDS?**

Implant-borne restorations are in fact one of the fastest growing sectors, with more than 700,000 dental implants placed in Germany last year and an annual growth-rate of around 10 to 15 per cent. These high-quality restorations will continue to be in demand by

There is no doubt that Germany remains our key market. It is here that the German dental industry researches and develops new products and services in collaboration with dental institutions at universities, technical colleges, and training schools (Meisterschulen). We need this market in order to introduce products and services in conjunction with healthcare providers and users because, with the high standard of healthcare, dentistry and dental technology in our country, these products and services are considered models for dental practices and laboratories worldwide.

funding of only 0.46 per cent after 21 years.

**In which markets has the German dental industry gained shares in 2008, and which markets do you regard as difficult to gain access to?**

The results of our latest member questionnaire underline the fact that export figures in East European markets, especially Russia, and Asian markets have shown a positive trend. Furthermore, the economic outlook for Latin America has improved remarkably in the last few months; however, it must be noted that

ucts, and high level of innovation, as well as distinct customer orientation with a high quality of service, make our products globally competitive. We confidently meet the challenge of all competition in any market worldwide.

**During the last two years you have travelled abroad to promote IDS in other regions. Can you tell us more about perceptions of the show in different parts of the world?**

IDS is THE international meeting for the dental sector. For years, it has been an established communication and marketing platform for the international dental community. This recognition has not changed very much, as was evident during our several international press conferences last year held in collaboration with Koelnmesse subsidiaries in Japan, China, Russia, and the United States. Participants consistently displayed much interest in and support for IDS. We were also given credit for the high quality of accommodation, careful organisation, and the show's international character.

Only at IDS is such a comprehensive display of the international dentistry market presented—the complete spectrum of dentistry and dental technology is available to be seen and experienced. All products and services that make the work of dentists easier, help them work economically, and provide their patients with the state-of-the-art in dental technology are available at the show.

**Unlike other international meetings, IDS seems to grow in popularity each year. In your opinion, what are the main factors contributing towards this growth?**

IDS has an appealing and powerful concept that was developed in cooperation with our partner Koelnmesse. In particular, the sheer amount of state-of-the-art innovations makes IDS the most comprehensive dental exhibition and one of the liveliest and most significant marketplaces in the dental world.

It is important that we plan this growth carefully to keep up with market demands. We do not want the show to expand too rapidly and possibly outgrow its market.

We already have a high level of international participation at IDS from both exhibitors and visitors. The show is cosmopolitan, the standard of accommodation at the show is exceptionally high, and the efficient organisation behind the show makes a visit to the show easy.

Finally, the city of Cologne is ideally situated in terms of public transport within Germany, as well as to and from Europe and the World.

**Thank you very much for the interview!**



Dr Martin Rickert (left) speaks at the European press conference in December 2008. (DTI, Daniel Zimmermann)

many patients in the future because they are one of the most progressive and long-lasting restorations available. Incidentally, the growth in dental implants in Germany can largely be attributed to the fact that the statutory health insurance scheme has subsidised this treatment since the introduction of a fixed coverage system in 2005. IDS will exhibit the entire range of modern implantology systems, presenting both innovations and developments in tried-and-tested systems.

**What other sectors do you view as having potential for growth?**

Apart from implantology, I see the most potential in the all-porcelain sector, in which around 25 million restorations worldwide were fabricated using CAD/CAM technology. Modern laser scanners are able to read more than 100,000 reflecting points a second, and image-capturing has become quicker and more precise. Modern high-performance materials provide the best possible stability for a wide range of indications and are able to guarantee biocompatibility at the same time.

The latest digital fabrication technology using laser metal sintering of, mostly precious metal-free, alloy powders can now also be considered for prosthetic restorations. These dentures stand out because of their incredibly precise fit and durability.

**German dental industry export activities again increased by approximately two per cent in 2007, which comprises 55 per cent of the total turnover. Is the domestic market losing its value?**

The shift of sales is a result of an expansion of our market position overseas disproportionate to growth in the domestic market.

It is important to guarantee dentists and dental technicians in the German market acceptable remuneration for their services. This is the only way to ensure that young people find their way into the health service, to prevent professional migration, and to ensure patients gain access to the latest developments in general dentistry and dental technology.

**German patients have to carry more medical expenses due to the introduction of the national health fund. Is this having an effect on dentistry as well?**

I expect not only an added burden for the insured, but also an increase in bureaucracy that we will all have to tolerate. Calculations by a council of experts for the national health fund predict a shortfall of €440 million in 2009 alone!

I think notable negative effects are to be expected due to the revamped dental practitioners' fee schedule, which is the new basis for private dental billing in 2009. In their calculations, the Association of German Dentists has concluded that large cutbacks in salaries could be the outcome of these regulations. If one considers that a significant portion of the annual turnover in many practices already comes from patients who pay out of their own pockets and are, therefore, essential for practices' survival, one cannot understand why the dental profession should be content with a slight increase in re-

growth development in this market is still at a very low level. A slight weakening in the outlook for the North American market has been reported. Regardless of this, the number of members who predict an increase in business prospects for the first half of 2009 is higher than those who predict a decline in business prospects.

On average, Western Europe presents itself as a very stable market environment and remains one of the most important sales regions for our members in terms of turnover. One-fifth of our members expect an improvement in their profits within the first half of 2009 compared with the same period last year.

**An increasing number of companies from emerging markets, such as India and China, are beginning to gain market shares. How do you size up the competition?**

It is important to remember that IDS is also a global marketplace. These countries do not necessarily come to Germany to attend IDS, in order to compete in these highly developed markets. For most companies, markets in developing countries are of primary importance, as the world's largest dental marketplace is a meeting point for suppliers from developing countries and their consumers from other developing countries. However, this doesn't mean they don't have anything to offer European consumers.

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## Global market exceeds US\$21 billion by 2015

■ The global market for dental supplies is projected to exceed US\$21.8 billion by 2015, a new report by *Global Industry Analysts*, USA, says. Demand for dental products and services remain healthy due to growing incidence of cosmetic treatment, new products that reduce patient discomfort, increased health consciousness and growing number of dental implants.

However, growth in the conventional supplies category may be tempered due to emerging procedures and technologies that require fewer supplies and materials.

According to the report, dental care markets vary widely across different countries. Rapid growth in living standards has induced greater realisation about the quality of medical and dental services in countries such as India and China. Consequently, these countries are exhibiting soaring demand for modern and sophisticated technology and equipment in the dental market.

United States, Japan, and Europe collectively dominate the worldwide dental supplies market, with over 80 per cent share of sales in 2008.

## Men drive cosmetic trends

■ According to the British Academy of Cosmetic Dentistry (BACD), more and more men are opting for cosmetic dental treatment. Men, who used to account for 28 per cent of all veneers, now account for nearly a third of all procedures. Similarly, men used to account for less than a fifth of all orthodontics. They now represent almost a quarter, with 400 cases this year.

Bridges are another procedure that has become more popular with men, who used to account for 42 per cent and now are edging ever closer to women at 46 per cent. Overall, orthodontics (which includes both visible 'train track' as well as invisible and removable braces) has boomed in popularity, with the number of cases more than tripling since 2006.

Women are still the big spenders on cosmetic dentistry,

accounting for 61 per cent of all procedures. Women also still account for the majority of whitening procedures.

According to Dr James Goolnik, dentist and BACD board member, "These results show that men have become more accepting of cosmetic treatments in general—reflecting the importance we now place on a healthy smile. The advent of new procedures, such as the removable adult braces and more realistic-looking veneers, which require much less drilling, also means people are less likely to choose invasive and irreversible treatments."

Dr David Bloom, dentist and president of the BACD, added, "This audit has highlighted some very exciting trends, such as an impressive increase in the number of orthodontic cases. This

### THE TOP FIVE PROCEDURES FOR MEN IN 2007

White fillings (back teeth)	12,252
Crowns—Inlays—Onlays	11,088
Veneers	4,568
White fillings (front teeth)	3,856
Whitening	1,764

Source: British Academy of Cosmetic Dentistry (DTI/CURaphotography)

could well be a backlash against the dramatic smile 'overhauls' popularised in makeover shows but may also herald a more subtle, and indeed cost-effective, approach to cosmetic dentistry by the industry as a whole. It's also

interesting to note the overwhelming preference for less invasive treatments, such as onlays, which are porcelain fillings to cover part of the tooth, over crowns, which involve drilling to achieve full coverage."

## Most implants found to be successful

■ Dental implants are 98 per cent successful and cause little or no bone loss, according to new research published in the *Journal of Oral Implantology*. Authors Zeev Ormianer, DMD, and Ady Palty, DMD, reviewed 60 charts of patients who received a total of 267 implants in two private dental practices in Israel and Germany.

They found that 98.5 per cent of the implants survived and there was no discernable bone loss in 88 per cent of the implant sites. The mean follow-up time was 7.5 years. The study goal was to determine the level of bone loss over time at the implant sites in the jaw. A key clinical issue was not whether bone loss would occur, but how

much bone loss should be considered normal and acceptable.

Commenting on the findings, Jamie Lozada, DDS, president of the American Academy of Implant Dentistry (AAID), said the study adds to a growing body of compelling clinical evidence supporting dental implants as the most successful method for replacing missing or compromised teeth.

"With an estimated two of three Americans having at least one missing tooth, implants are becoming the preferred tooth-replacement option. Implant surgery is one of the safest, most precise and predictable procedures in dentistry," Lozada said.

## Economic fears in the US affect dental care

■ With the economy in the United States declining, preventive dental care can be one of the first things to go. The correlation between rising unemployment and a drop in preventive dental care, however, is not necessarily due to people being short of cash, according to a study in the online edition of *Health Services Research*.

The researchers analysed 10 years of information about visits to dentists' offices in metropolitan Seattle and Spokane from Washington Dental Ser-

vices, USA, the largest dental insurer in the state, which covers roughly one-third of its residents. They compared this information to unemployment data from the Bureau of Labor Statistics and Washington's Employment Security Department, and ruled out other possible explanations for a correlation.

In the Seattle area, for every 10,000 people who lost their jobs, there was a 1.2 per cent decrease in visits to dentists for checkups. The drop was higher in the Spokane area, where the same

increase in unemployment was associated with a 5.95 per cent decrease in preventive visits. This is notable as the study looked at people who had dental insurance that covered routine care.

"We see that high community-level unemployment exacts a psychological toll on individuals," said lead study author Brian Quinn. "Even for people who are working, or who have a working partner or spouse, there might be an impact if they're stressed about themselves or their significant others losing their jobs."

Quinn, a program officer for the Robert Wood Johnson Foundation, said the distraction of worrying about not having a job could make dental care drop off a person's radar. "During stressful periods, those things that don't seem as urgent may be ignored," he said.

Quinn added that because preventive care is usually cheaper than tooth repairs, dental plan administrators and public health policy makers might want to promote cleaning and checkups during periods of high unemployment.

## "The Chinese government pays special attention to the safety of medical products"

Interview with Mr Ma Yun Xiu, President of STD Lab Management

■ China is increasingly competing with dental technicians and laboratories in Europe and the US. Editor Shelly Yui from our sister publication *Dental Tribune China* met with lab consultant Ma Yun Xiu during the *China Dental Industrial Summit* last year to discuss the current state and prospects of the dental lab industry in China.

**Shelly Yui: Mr Ma, Chinese dental labs are often said to offer cheap but low quality services. How do you respond to these claims?**

**Ma Yun Xiu:** Most Chinese dental labs I had the chance to visit have a serious consciousness for service and product quality.

**But contaminated bridges and crowns from China have recently appeared in the United States. Are these individual cases?**

I think they are. By now a majority of dental labs in China are using raw materials as well as equipment from high-level brands in the world, such as Ivoclar Vivadent, Dentsply or Shofu. To illustrate this, I can tell you that almost 90 per cent of ceramic powder used in Chinese labs is imported from North America, Europe and Japan.

**How many dental labs are there in China right now and to what extent are they working with overseas clients?**

There are more than 8,000 dental labs of different sizes in China of which approximately 100 are able to provide qualified services for overseas clients. While the rest are actively seeking new market opportunities abroad, these few have gained a significant volume of the world market and are continuously expanding.

As China has become a worldwide production centre for the apparel and shoe industry, we have full confidence that it will become a global production centre for dentures as well.

**How would you rate the level of dental lab work in China compared to other emerging countries in the region like India for instance?**

Chinese dental labs have experienced a remarkable revolution from a simple handicraft business to a state-of-the-art industry. Our technicians are professional and their work is compatible with international standards. Therefore, you can find dentures "Made

in China" in many neighbouring countries like India, but hardly the other way around.



Mr Ma Yun Xiu (DTI, Shelly Yui)

**What main services do Chinese dental labs offer?**

This depends on the requested product but there is literary nothing Chinese dental labs can't do. Meanwhile, they use computer management systems and the internet, which largely enhances their service ability. Foreign clients can acquire the information by electronic order immediately and experience a higher level of transparency through online consulting systems.

**How does the Chinese government ensure the product**

**quality of dental lab work conducted in the country?**

Our government pays special attention to the safety of medical products and strictly supervises any type of dental lab work. Therefore, dental labs are required to have a medical license and the manufacturers have to have a license for production.

There are differences, however, in quality standards throughout the country and some provinces demand factories to provide detailed QC (Quality Control) reports for every piece they produce.

**Where do you see the general prospects for the dental lab industry in China?**

The prospects for the dental lab industry in China are bright since the abilities to serve global customers have increased. Our dental lab industry can built upon its product service attitude, product quality and decent price policy. I hope that our labs continue to offer excellent products and services for everyone in need.

Thank you for this interview.

AD

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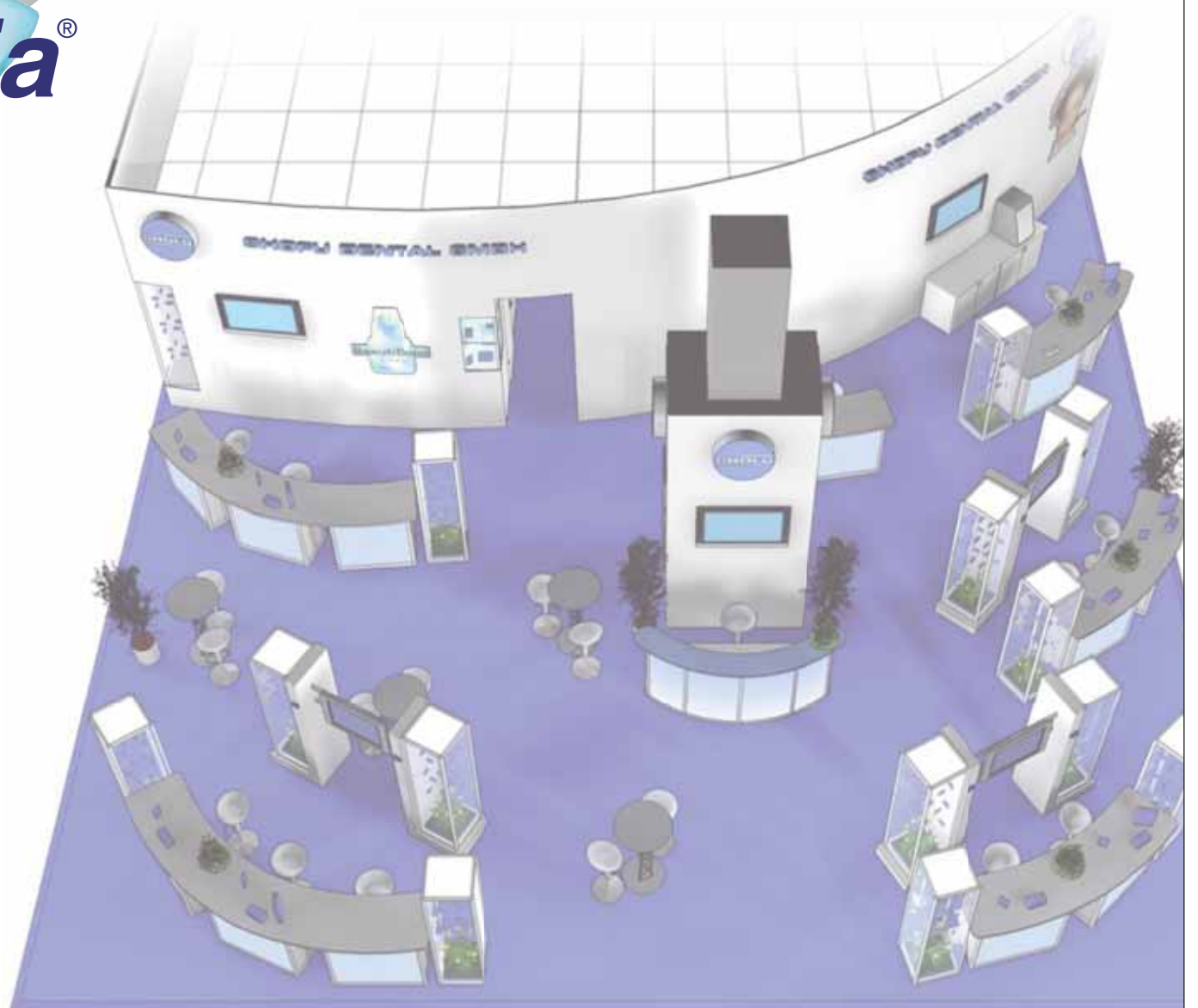
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## About A-dec Über A-dec

Headquartered in Newberg, Oregon U.S.A., A-dec's 55,000 sqm facility dedicated to the manufacturing of dental chairs, stools, delivery systems, dental lights, cabinetry and handpieces was founded in 1964 by Ken and Joan Austin. Over 40 years later A-dec has almost 1000 employees and is the world's largest manufacturer of dental chairs and delivery systems with a global network of customers and authorized dealers in more than 120 countries.

*Der 55.000 qm große Hauptsitz von A-dec, gegründet von Ken und Joan Austin 1964 in Newberg, Oregon, USA, ist A-dec's alleinige Produktionsstätte von Zahnarztstühlen, Hockern, Arztelementen, OP-Lampen, Möbeln sowie Hand- und Winkelstücken. Über 40 Jahre später und A-dec beschäftigt an die 1.000 Mitarbeiter als der größte Hersteller von Zahnarztstühlen und Arztelementen weltweit mit einem globalen Händlernetzwerk und Kundenkreis in über 120 Ländern.*



## Education Fortbildung

The new 2500 sqm large A-dec Education Center opened its doors in April 2008. It is a state-of-the-art showroom and training facility for dental professionals and home to A-dec's sales and technical training programs. Not only does it show off the quality and breadth of A-dec equipment—it also demonstrates A-dec's commitment to education and the dental industry.

The new center is a perfect symbol for the company's core philosophy on education; to provide the right infrastructure, knowledge and support to dealers, technicians and doctors alike.

In addition to the showroom, the new education center takes A-dec's world-renowned training programs to the next level. As well as a conference room for up to 200 guests, featuring all the latest technology, there are two spacious labs with fully-functioning workstations, which allow service technicians a more interactive, hands-on approach to troubleshooting old and new A-dec equipment.



*Das neue 2.500 qm große A-dec Education Center wurde im April 2008 eingeweiht. Es ist ein Ausstellungsraum und technischer Ausbildungsort auf dem neuesten Stand der Technik für Fachleute der Zahnmedizin und bestimmt für A-dec's Verkaufs- und Techniktraining. Es stellt nicht nur die Qualität und Angebotsvielfalt von A-dec's Produktpalette zur Schau – es demonstriert außerdem A-dec's Engagement zur Fortbildung und zur Dentalindustrie.*

*Das neue Zentrum ist das perfekte Symbol für die Kernphilosophie der Firma hinsichtlich Fortbildung, die optimale Infrastruktur, das Wissen und die Unterstützung allen Händlern, Dentaltechnikern und Ärzten zu bieten.*

*Zusätzlich zum Ausstellungsraum bringt das neue Education Center A-dec's weltberühmte Trainingsprogramme auf eine ganz neue Ebene. Neben dem mit neuester Technik ausgestatteten Konferenzsaal mit Platz für 200 Personen gibt es zwei großzügige Versuchsräume mit komplett funktionstüchtigen Arbeitsstationen, welche Dentaltechnikern weitaus interaktivere, praktischere Möglichkeiten bieten, Fehlersuche an neuen und älteren A-dec Produkten durchzuführen.*



## New A-dec 300™ Neuer A-dec 300™

The newest addition to A-dec's product family, is the result of extensive collaboration and testing that puts innovation to the test. With input from designers, engineers, dealers, dentists and staff, A-dec 300 allows unprecedented integration of technology and is one of the most compact systems available today: modern, simplistic, and well positioned to fit small spaces as well as offering a state-of-the-art product at an affordable price.

A-dec 300™ is a complete system of chair, delivery system, light, monitor and assistant's instrumentation. The new A-dec 300 system offers customers a mid-level platform choice that's lower in cost than A-dec 500®, yet maintains the high performance, service and support that distinguish A-dec products.

In addition to superior ergonomic access, A-dec 300's modular design allows dentists to choose the options and combinations that best suit their individual working styles.

*Das neueste Mitglied der A-dec Produktfamilie ist das Ergebnis ausgiebigster Zusammenarbeit und Erprobung, welche Innovation als solche auf die Probe stellt. Dank der Zusammenarbeit von Designern, Ingenieuren, Händlern, Zahnärzten und Mitarbeitern ermöglicht der A-dec 300™ beispiellose Integration von Technologie und ist außerdem eines der kompaktesten Systeme auf dem Markt. Modern, einfach und bestens positioniert, um in engste Räume zu passen und ein hochmodernes Produkt zu einem erschwinglichen Preis zu bieten.*

*A-dec 300™ ist ein komplettes System von Stuhl, Arztelement, Lampe, Bildschirm und Helferinneninstrumentierung. Der neue A-dec 300™ ist für den Kunden eine Wahl, welche günstiger ist als der A-dec 500®, und dennoch die hohe Leistung, Service und Kundendienst beibehält, welche A-dec Produkte hervorheben.*

*Zusätzlich zu dem ergonomisch überlegenden Zugang zum Patienten ermöglicht der modulare Aufbau des A-dec 300™ dem Zahnarzt, die Optionen und Kombinationen zu wählen, welche am besten zu seiner individuellen Arbeitsweise passen.*

  
www.a-dec.com