Handpiece manufacturer NSK aims for global leadership

It is no secret that the years since the global financial crisis have not been very kind to companies in Japan. First, the recession slowed business investments significantly down, then the negative effects of last year’s tsunami and the massive destruction it wrought almost brought the world’s third largest economy to a halt.

For NSK, one of the country’s largest dental manufacturers, troubles in the home market are its least concern because the company conducts most of its business elsewhere. According to president and CEO Eiichi Nakanishi, with whom Dental Tribune International recently had the opportunity to speak at the company’s headquarters in Tochigi, more than 80 per cent of the company’s revenues are now generated by its operations outside of Japan.

In the last three years, NSK has been performing particularly well in mature markets such as Europe and North America, where it boosted its presence with the opening of its new headquarters near Chicago last year, despite unfavorable conditions such as high market saturation and the ongoing decline of the yen against the dollar. Since 2009, Nakanishi has also seen his company regaining its former market shares in Asia through centralised distribution and after-sales support offered by its new subsidiary in Singapore. Another significant contributor has been NSK’s European office in Germany, which accounted for almost one third of the 22.2 billion yen ($278 million) in sales the company reported in 2011. “That is why economic conditions in our home market have little or no impact on our overall business. We really think globally,” Nakanishi explains. According to the 48-year-old, who has run the company since 2000, one of the major reasons for NSK’s strong market position, even in established markets, is its dedication to innovation and quality, combined with the excellent after-sales service it is able to provide to customers in almost every country except North Korea. But this hasn’t always been the case. Founded in the 1930s, the company had a rough start and operations were completely halted during World War II. Since the production of dental handpieces resumed in 1951, however, the company has grown extensively and now employs more than 700 people in its Japanese offices in Tochigi and Tokyo.

NSK still produces most of the precision parts in-house, which, according to Nakanishi, is one of the reasons that dentists now identify the company with high-quality products. “We employ many good engineers and marketing people who help us to constantly improve our brand and make it more attractive to dentists,” he says.

One of NSK’s recent innovations, launched at last year’s IDS in Cologne, for example, is the Ti-Max Z series, a durable premium handpiece that is claimed to have the smallest heads and necks in the industry, as well as an exceptionally low noise level and virtually no vibration. The Surgic Pro surgical micromotor has also received much interest, particularly by dental implant surgeons, and is now distributed alongside systems by major implant manufacturers. NSK asserts it pays close attention to the needs of its customers, a philosophy that has resulted in products such as the S-max pico, which was developed solely for the treatment of patients with smaller mouths, such as children.

Moving into other markets is conceivable but unlikely to happen anytime soon, Nakanishi says. Even though his company has begun to enter new areas in the last decade with the launch of instruments such as ultrasonic scalers and polishers, its core business will remain dental handpieces and other small motor equipment.

“When it comes to handpieces, we have produced more innovations than our competitors,” he remarks. “Our goal is to become the No. 1 company worldwide in this segment.”
CEREC OMNICAM

At AEEDC Dubai, Sirona has its new CEREC Omnicam camera on display. First introduced to dental markets at the company’s CEREC 27 and a half year Anniversary Celebration last year in Las Vegas, USA, this completely redesigned intraoral camera features a new ergonomic hand-piece and special optics to provide unsurpassed introral access, among other things. CEREC Omnicam supports video streaming, which makes it possible to digitise the structures of the jaw in their natural colour. This industry first feature, called ColorStreaming, allows continuous capturing of the oral cavity, the company said.

When the camera moves over teeth, a photorealistic image gathered from the 3 D data is displayed in full-colour with crisp clarity and impeccable detail. According to Sirona, operating the camera has been also improved significantly by making the system completely powder-free while retaining Sirona’s high standards for precision.

SIRONA DENTAL, GERMANY
www.sirona.com/omnicam
BOOTHS 23, 490, 516

VDW.GOLD RECIPROC

With VDW.GOLD RECIPROC, VDW Dental is presenting the only endomotor with an integrated apex locator suited for use with both RECIPROC and conventional rotary NiTi systems at AEEDC Dubai 2013.

Leaving nothing to be desired when it comes to all methods of mechanical preparation, according to the German endo specialist, VDW.GOLD RECIPROC was developed to perfectly control all important instrument systems. In addition, the apex locator can be used for separate working length determination, the company said.

The simultaneous length control—featuring an auto-stop function when reaching the apex—can be switched independently from the drive mode used at any time. In the specific reciprocating mode, one single setting controls all instruments of the “RECIPROC one file endo” system, independently of the instrument size. According to VDW, the new RECIPROC REVERSE serves as an indicator for brushing motion to facilitate further penetration toward the apex. While torque and speed values for the most important rotary NiTi systems, e.g. Mtwo, FlexMaster, ProTaper are preprogrammed into the device, all settings can be changed individually. In addition, the motor offers proven safety features such as acoustic signals, torque control and Auto-Stop-Reverse.

An ANA setting is supposed to assist clinicians in the rotary preparation of difficult canal anatomies. A maximum of 15 torque and speed settings for individual preparation sequences or new NiTi instruments can be stored via the “Dr’s Choice” programme. For the conventional Gates enlargers a setting point is available as well, the company said.

VDW Dental, Germany
www.reciproc.com
www.vdw-dental.com
Booth P38

Proficiency through Simplicity

- Less work steps > one instrument prepares a root canal to a greater taper
- Safe use > prepares even severely curved and narrow canals
- Single use convenience > sterile packed, no need for reprocessing

Find more information about the RECIPROC® system on
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Endo Easy Efficient®

Unique dual endo motor with length determination and RECIPROC® mode

AEEDC Dubai 2013
A-DEC LED LIGHT

The US dental manufacturer A-dec has announced that its award-winning A-dec LED light is now also available to existing A-dec light users. Clinicians who have a working flexarm on an A-dec light manufactured after 1993 will be eligible for the upgrade, which is said to provide 20 per cent more luminance while consuming one-fifth of the power needed for halogen bulbs, the company said.

With an A-dec LED light, clinicians have a stunning white light with a colour index of 90 at 5,000 K at their disposal which, according to A-dec, allows them to see colours more accurately for a better diagnosis, reduces shadowing and improves the contrast. The cure-safe mode provides brilliant yellow light at 25,000 lux intensity, enabling the dental team to work effectively without curing photo-initiated resins.

The A-dec LED light can be positioned with three axes of rotation and 540° of horizontal motion resulting in optimised economics for the entire dental team and improved patient comfort. An Auto On/Off function turns the dental light on automatically when the chair reaches the treatment position and turns it off in the entry/exit position when combined with the A-dec 500 and A-dec 300 systems. Switching modes can be done locally or via a remote touchpad.

A-DEC, USA
www.a-dec.com
BOOTH 230

ZOOM WHITESPEED

The whitening brand Zoom from Discus Dental, now a part of Philips Oral Healthcare, has provided more than four million people a brighter, whiter smile. Using advanced blue LED technology that emits the optimal light spectrum, the first update in Zoom light technology since 2006 is supposed to accelerate and enhance whitening results with no compromise to safety.

According to the company, the Zoom WhiteSpeed system delivers 40 per cent better results than a comparable non-light enhanced whitening system. It also offers different intensity settings that allow dentists to make adjustments for patients who may experience sensitivity during the whitening process. In addition to enhanced results and comfort for patients, the new light also offers a range of benefits for dental professionals, the company said. Besides a refreshed design and improved ergonomics with a new power cord wrap, knots, counterweight and larger casters for easier moving, the blue LED technology provides a significantly longer-lasting light source (50,000 hours) and uses 41 per cent less energy than previous models, reducing the need to purchase replacement lights and thereby decreasing costs and offering a more environmentally-friendly option.

“Philips is dedicated to providing innovative solutions for dental professionals that help improve the experience and outcomes of their patients,” said General Manager of Discus Dental, Frank McGillin. “Zoom WhiteSpeed helps people get their teeth to their whitest white in approximately 45 minutes, and the new variable settings allow dentists to customize treatments to ensure optimal comfort.”

Philips, USA / The Netherlands
www.philipsoralhealthcare.com
BOOTH 31
VITA ENAMIC

At AEEDC Dubai 2013, VITA presents the first hybrid dental ceramic in the world in which both the dominant ceramic network structure as well as the reinforcing polymer network structure have been fully merged. Owing to this dual structure, the new VITA ENAMIC material incorporates the benefits of dental ceramics as well as composite materials in one product.

According to the German company, materials science tests show that besides improved material strength, VITA ENAMIC also provides extraordinary elasticity even through to integrated crack prevention. In addition, it is said to offer significantly less brittleness than pure dental ceramics as well as abrasion behaviour that is superior to conventional composite materials and equivalent to the abrasion behaviour of natural dentition.

Owing to its high strength, VITA said that the material is extremely resistant to the shear and compressive forces of the stomatognathic system, allowing the material to be used for a variety of applications including the fabricating of conventional anterior and posterior inlays, onlays, veneers and crowns. In addition, it can be used for minimally-invasive restorations such as non-prep veneers or in areas where space is limited.

The CAD/CAM blocks can be processed with the Sirona CEREC and inLab systems, according to the company. In comparison with pure ceramics, milling can be completed more quickly and with less tool wear. VITA ENAMIC is also said to offer high reliability, greater precision, improved edge stability as well as finer and more accurate results compared to what is currently possible to do with conventional dental ceramics.

With the optional polishing set from VITA, the material can be also polished quickly.

Glazing using light polymerization as well as characterization using light-curing stains can be performed as the light refraction properties of VITA ENAMIC provide a highly aesthetic overall result with a natural play of colours. According to the company, VITA ENAMIC is currently available in all major markets and in block size EM-14 (12×14×18 mm), as well as in the shades 0M1, 1M1, 1M2, 2M2 and 3M2 in two degrees of translucency.

TEMREX PITCHES AT AEEDC

Over the past several years, the US dental restoratives specialist Temrex has worked extensively to develop an excellent dealer network throughout the Middle East region. In addition, the company has continuously added products under the JRand and Copalite brands to its extensive product portfolio. All of these products including the basic temporary cement TNE without eugenol are currently being discussed at the AEEDC meeting, Vice-president of Sales and Marketing Jackie Prather said. According to Prather, this radiopaque, easy-to-use cement, suitable for all temporary cement applications, safely prevents leakage of oral fluids and bacteria. With a setting time of 2½ to 3 minutes, it is quick and compatible with all composite restorations and cements. Moreover, it offers excellent biological compatibility and lasts reliably between patient’s visits. Prather said to look forward to seeing Temrex customers and dealers in Dubai: “It is always a pleasure to meet our friends in the Middle East. Besides the focus on business at meetings such as the AEEDC, I always appreciate the warm hospitality of the people I meet.”

TEMREX, USA

www.temrex.com

B00TH 247
Launched by the GC Corporation, the new G-ænial Universal Flo was developed for dentists who want to give their patients better aesthetic, functional and durable restorations. According to the dental materials specialist, it combines superior physical properties with excellent flowability and easy placement.

Owing to a new formula that features a unique filler technology, G-ænial Universal Flo has a higher filler load and a homogeneous dispersion of fillers, resulting in improved strength and wear resistance for a broader use than standard flowables. The material is also radiopaque and features high viscosity, making it more suitable for class I to V restorations. Essentially, it looks like a flowable but behaves like a restorative, the company said.

G-ænial Universal Flo is dispensed through an ergonomically designed syringe that enables smooth delivery of the material, with a tapered tip that means no paste can stick to it. The syringe size provides a comfortable hold while the arched shape of the flange fits the hand ergonomically. According to the company, this design is supposed to prevent material waste as minimal residual paste remains in the syringe after use.

G-ænial Universal Flo is available in standard shades (A1, A2, A3, A3.5, A4, B1, B2, B3, C3, BW, CV), outside shades (AE, JE) as well as inside shades (A02, A03). It can be used for direct restorations, minimum intervention cavities and fissure sealing.

Copper is a fascinating material. While being an essential nutrient for the human metabolism, it has proven toxic for microorganisms like Streptococcus mutans. In dentistry, it is used in dental amalgam where it is known to be more effective than silver. Copperions in cements have just recently become a topic for research, for example, in vitro comparative investigations of Foley et al., which found that Copperion cement demonstrated greater and greatest antibacterial activity against Streptococcus mutans. Copperion cement also turned out to be even more effective than Glass Ionomer cement, particularly in the long term. Using these unique properties of copperion technology, Hoffmann’s Ready2Protect Copperioncement, a further development of the company’s READY2MIX cements, is supposed to preserve vital teeth and prevent root canal treatment. In contrast to classical hand mixing, getting the right proportion of powder and liquid has been improved owing to a unique single dose system consisting of two predosed components, according to the company. The consistency can easily be adapted for luting and lining according to the needs of the dental practitioner.

Its solubility in water and acids shows even better values than those required by ISO 9917. Ready2Protect can be used as a luting cement for the conventional cementation of inlays, onlays, crowns and bridges made of different materials, as well as a filling material for deciduous teeth. It also serves as a liner under any permanent filling material and has proven useful in a new minimal invasive treatment protocol developed by Dr. Jean-Pierre Eudier from Luxembourg using copperion cement and copal varnish to preserve vital teeth.

READY2PROTECT COPPERIONCEMENT

HOFFMANN DENTAL MANUFAKTUR, GERMANY
www.hoffmann-dental.com
Booth 474
SUNI’S DIGITAL SENSORS

At its ISO-certified facility in San Jose, CA, in the US, Suni Medical Imaging manufactures two lines of digital X-ray sensors, the flagship SuniRay sensor and the Dr Suni Plus sensor. This award-winning product line has propelled the company to a leadership position within the digital dental industry.

According to Suni, the Suni-Ray digital X-ray sensor offers high flexibility owing to an integrated USB module and a powerful software package that allows Window-based practitioners to use it with any practice management system. It has rounded corners for increased patient comfort and is available in two sizes for different anatomic requirements. Independent third-party studies have also shown that SuniRay uses the lowest amount of radiation—as compared to competitive systems—to produce a true, diagnostic quality image. Recent improvements to the Dr SuniPlus sensor have resulted in high ratings in the robustness category making Dr SuniPlus one of the most durable products available on the market today.

Since its creation in 1995, Suni Medical Imaging has gained a leading position in the digital radiography market, pioneering the development of digital sensor technology for dental clinical applications, and is best known for designing and manufacturing sensors for many of the early leaders in this field. In 2002, however, the company added its own brand of high-quality sensors and introral cameras to its product portfolio.

Suni says that its corporate culture is built on three basic principles—technological innovation, continuous improvement and exceptional customer service.

SUNI MEDICAL IMAGING, USA
www.suni.com

VITA ENAMIC® creates a new definition for resistance

The first hybrid ceramic with dual network structure for unsurpassed absorption of masticatory forces

VITA ENAMIC sets new standards for resistance by combining strength and elasticity and providing unsurpassed absorption of masticatory forces. VITA ENAMIC ensures utmost dependability and efficient processing for dental practices and laboratories. And patients feel that VITA ENAMIC restorations are identical to natural teeth. VITA ENAMIC is particularly suited for crown restorations in the posterior area and minimally invasive restorations. More information at www.vita-enamic.com

VITA shade, VITA made.

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The En formula for success: strength + elasticity = reliability²