Finnish dental technology manufacturer Planmeca has recently made a significant equity investment in the U.S.-based high-tech medical device company E4D Technologies. In this interview, vice president at the Planmeca Group and acting CEO for E4D Technologies Tuomas Lokki sheds light on this new venture.

Mr. Lokki, why did Planmeca choose to invest in E4D Technologies?

We believe in the tremendous possibilities and future growth of CAD/CAM dentistry. As dentistry will be completely digital in the future, we believe it is vital to invest in the development of new and efficient practices. E4D is a long-term leader in advancing modern CAD/CAM dentistry, so we knew that joining forces with this high-tech medical device company would be a valuable addition to our own leading expertise in 3-D imaging and software solutions. Its special expertise and innovative ideas provide a great foundation for future projects that will combine the know-how of both companies.

What advantages will this investment offer dental customers worldwide?

The new partnership with E4D Technologies will enable us to offer our customers the most modern CAD/CAM innovations. Our product distribution in more than 120 countries combined with the cutting-edge E4D innovations will increase global product availability and take computer-
With Zirc You Can
Save $117,000 in One Year
Just Like This Practice

<table>
<thead>
<tr>
<th>Factors</th>
<th>Time Savings</th>
<th>Savings/Profit</th>
<th>Profit % rate in Employment Time</th>
<th>Total in $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set-up/Break-down of the procedure room</td>
<td>6 min. x 24 Pat. x 200 days = 28,800 min./yr.</td>
<td>28,800 min. x $5/min. = $144,000</td>
<td>40</td>
<td>$144,000</td>
</tr>
<tr>
<td>Lost time during the procedure</td>
<td>15 min. x 4 Practitioner x 200 days = 12,000 min./yr.</td>
<td>12,000 min. x $5/min. = $60,000</td>
<td>40</td>
<td>$60,000</td>
</tr>
<tr>
<td>Sterilization and storage</td>
<td>5 min. x 24 Pat. x 200 days = 24,000 min./yr. x 400 hr.</td>
<td>400 hr x $15/hr = $6,000</td>
<td>100</td>
<td>$6,000</td>
</tr>
<tr>
<td>Material Inventory</td>
<td>60 min. x 200 days = 12,000 min./yr. = 200 hr. (Dental Assistant)</td>
<td>200 hr x $15/hr = $3,000</td>
<td>100</td>
<td>$3,000</td>
</tr>
<tr>
<td>Material savings 10%</td>
<td>$667 x 12 Months = $8,000</td>
<td>$8,000</td>
<td>100</td>
<td>$8,000</td>
</tr>
<tr>
<td>Additional human resource</td>
<td>$1,700 x 12 Months = $20,400</td>
<td>$20,400</td>
<td>100</td>
<td>$20,400</td>
</tr>
</tbody>
</table>

**TOTAL**                               | **$117,000**  |

Actual Case Study for a 2 location practice with a total of 9 operators. Data shown is after implementing Zirc products and techniques.

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**Save Money by Controlling Inventory**
Utilizing bins to organize and control material inventory will streamline procedures and stop the discarding of expired products. Operatory drawer clutter will be eliminated and chairside performance will be enhanced through organization and ease of accessibility.

**Reduce Procedure Time with Color**
Procedure prep, performance and sterilization time will dramatically be reduced through Color Coding and the implementation of instrument organizers. Assigning a color per procedure will eliminate confusion and make training effortless.

**Quick Return-On-Investment**
Adding Zirc’s techniques and affordable products will bring you a favorable ROI in a short amount of time. Put time on your side to make your practice more efficient and profitable.

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**Are you qualified?**

**Request the Z.O.B.E. Experience**
(Zirc’s Organizational Box of Efficiency)

If you are building a new practice or remodeling your current one, ask about our 1 week, **hands-on trial with all of our Color Coding products for FREE**. We ship the product to you, you send it back...all at no cost.

Learn more about Zirc’s efficiency producing products and techniques at:
www.zirc.com/get-organized.asp

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[Image] Photo Courtesy of: Dr. David Ullie – ESTEDENT, Prague, Czech Republic
Kuray America introduces CLEARFIL Universal Bond, a single-component, light-cure bonding agent indicated for all direct and indirect restorations in combination with all etching techniques (total-etch, self-etch or selective-etch).

The bond is also indicated for the surface treatment of zirconia and silica-based glass ceramics (e.g., lithium disilicate).

According to the company, that makes the product truly “universal” without the need for a separate silane coupling agent.

CLEARFIL Universal Bond contains the “ORIGINAL MDP” adhesive monomer developed and introduced by Kuray in 1983. Chairside time is faster for the dentist, because of its short application time, according to the company.

The product is available through all major dental dealers.

For more information on CLEARFIL Universal Bond, or any other Kuray products, visit www.kuraraydental.com, call (800) 879-1676 or stop by the Kuray America booth, No. 3730, here at the Chicago Midwinter.