A ‘mosaic’ of products

KaVo Kerr Group uses innovative venue, methods to launch 20 new products

By today Staff

The KaVo Kerr Group used one of Chicago’s most innovative venues Friday evening to launch a portfolio of 20 new products—all linked across the organization’s newly formed global platform of brands.

The “Mosaic of Dentistry” event took place at the Chicago Illuminating Company.

On the cutting edge

Attendees at the 149th Midwinter Meeting have the opportunity to expand horizons with the latest advancements

By Fred Michmershuizen, today Staff

It’s the Chicago Dental Society’s 149th Midwinter Meeting, and more than 30,000 dental professionals have gathered here at McCormick Place in Chicago to see firsthand the latest and most innovative advancements.

“This meeting’s intent is to provide every member of the dental team an opportunity to expand their knowledge of the art, science and practice of dentistry through groundbreaking technologies, hands-on courses and in-depth educational programs,” said Dr. Richard S. Holba, president of CDS.

On the exhibit hall floor, there’s plenty to take in.

KaVo Kerr Group— a global portfolio of dental brands—is featuring 20 new products here in Chicago.

Among them are the new Elements-Free cordless obturation unit and TF Adaptive NiTi file system, available from Axis | SybronEndo (booth No. 1111); new Custom Direct Abutments and InterActive implant systems, available from Implant Direct (booth No. 1111); the new Op300 Maxio digital panoramic imaging system, featuring a new medium field-of-view,
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available from Instrumentarium (booth No. 1005); and the new 3000 dental chair, featuring the Narrow Back Advantage and new enhanced industrial design, available from Pelton & Crane (booth No. 1213).

“Our commitment to enhancing the standard of care that our clinicians provide through efficient workflows and simplification of dentistry is on full display in Chicago,” said Matt Garrett, vice president of marketing for KaVo Kerr Group. “We are thrilled to be delivering a broad array of innovations represented by brands our clinicians use and trust every day.”

At Ivoclar Vivadent, there’s lots of excitement about e.max ceramic, which is ideal for correcting cracked or chipped teeth, discoloration or unsightly metal restorations. You can stop by the company’s booth (Nos. 1417, 1617) to get your picture taken and be interviewed for social media about this and many other products.

Tapmaster (booth No. 1402) offers a distinctive patented technology that uses the existing water pressure in your water lines to activate your faucet. The result is a reliable, convenient, hands-free method of turning water on and off that is easy to install and ecologically friendly.

3Shape (booth No. 1647) is demonstrating its recently released Dental System 2014, the coming innovations in Dental System 2015 and showcasing an array of exciting new developments to its TRIOS digital-impression solution.

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The folks at Coltene Whaledent (booth No. 3600) are kind enough to broadcast live coverage of the Olympics during this year’s Midwinter Meeting. On Friday morning, the U.S. men’s hockey game drew a small crowd. (Unfortunately, the United States lost.) (Photo/Fred Michmershuizen, today Staff)
Scenes from Chicago

- Visit the barista at the Sesame Communications booth, No. 4239, for some coffee and stay to learn about some of the company’s Internet and social media solutions.

- Shannon Tate hands out new Krazy Cone face masks at the DEFEND booth, No. 2115.

- Visit the Planmeca booth, No. 3414, to ask about the company’s newest technology.

- Shannon Tate hands out new Krazy Cone face masks at the DEFEND booth, No. 2115.

- Hate to miss the Olympics? Stop by the Biolase booth (No. 4445) and catch some events on the big screen. Stay to learn more about some of the company’s bestsellers, like the WaterLase.

- Dr. Richard Goldman works with an attendee at the Parkell booth, No. 4200.

- Kylie Beacco and Suzanne Wilson of Opalescence by Ultradent hand out teeth whitening samples to attendees at the company’s booth, No. 4418.

- Kimberlee Winterton of Aribex, booth No. 1009, works with an attendee Friday morning.

Photos by Fred Michmershuizen and Sierra Rendon, today staff
The folks from web-based dental software provider Curve Dental held a breakfast Friday morning for its VIP customers, admirers and members of the press.

Fittingly, the event was held up on the 29th floor — so attendees could literally look down on the Chicago skyline from up in the cloud.

Those in attendance said they like Curve’s cloud-based practice management software because of the freedom and versatility it offers, a point underscored by the always affable Andy Jensen, chief marketing officer of Curve, who mentioned the recent weather emergency that crippled Atlanta.

“That’s an unexpected reduction in production, and the only way you can get that production back is get on the phone as quickly as possible and reschedule all those patients who couldn’t come to the practice,” Jensen said. “If your practice is on the cloud, you can start making those phone calls from home, or even your office manager can pick it up and start making calls from home, and have all those appointments rescheduled before the day is even over with.”

It’s just one of the many advantages to being on the cloud, Jensen said.

To learn more, visit www.curvedental.com — or simply look for the folks in the orange shirts at booth No. 4801 here at the Midwinter Meeting.
Company, housed in a former power plant/warehouse that dates to the early 1900s — just blocks away from McCormick Place and the Chicago Midwinter Meeting.

It was a suiting venue for the evening’s theme: the critical role that innovative products play in dentistry — and patient care.

The evening’s host, Dr. Lou Shuman, president of The Pride Institute, said: “Sure, we fix cavities and straighten teeth. Sure, we give people better-looking smiles. ... But we’re really in the business of providing great care and improving the quality of life of the people we serve. And everyone here is part of this fabric — this mosaic of dentistry.”

With that, the event took on the aura of an upscale fashion show, with top executives and brand managers coming out one at a time as if on a runway — with music and lights completing the mood.

And just like a fashion show, each of the 20 products they represented was briefly described.

Next, attendees were presented with another surprise, when the venue seemed to transform again, this time turning into a private exhibit hall, with each of the products represented. Attendees were invited to participate in hands-on demonstrations and meet directly with the leadership teams behind each of the products.

The variety of products and brands on display clearly demonstrated the breadth of KaVo Kerr Group’s portfolio of dental brands and operating companies. Those brands include KaVo, Kerr, Kerr Total Care, Pentron, Axis | SybronEndo, Orascoptic, Pelton & Crane, Marus, DCT Equipment, Gendex, DEXIS, Instrumentarium, Sorex, i-CAT, NOMAD, Implant Direct andOrmco.

Among the 20 products introduced: MASTERtorque M8900L handpieces from KaVo; the Demi Ultra Curing Light and an enhanced SonicFill from Kerr; the CariVu caries detection device from DEXIS; the i-CAT FLX MV CBCT from i-CAT; the ElementsFree cord-free obturation unit from Axis | SybronEndo; the Op300 Maxio digital panoramic imaging system from Instrumentarium; the Pro II handheld intraoral X-ray unit from NOMAD; Nano HD loupes from Orascoptic; the 3000 dental chair with “Narrow Back Advantage” from Pelton & Crane; and the NuStar SII dental chair from Marus.

- Dr. Lou Shuman delivers a heartfelt welcome message to attendees at KaVo Kerr Group’s ‘Mosaic of Dentistry’ event Friday night.

Guests enjoy a cocktail reception sponsored by KaVo Kerr Group on Friday evening.