Have your cake and C.E. too

By Robert Selleck, today Staff

There’s plenty of education to be found in the Chicago Dental Society Midwinter Meeting exhibit hall. That’s why your time spent exploring the aisles and learning about the latest products and services being offered by some of the industry’s most innovative companies is worth C.E. credit.

All you need to do is work your way far enough into the hall to find the signs posting the day’s C.E. code. The most challenging part of the effort is not getting sidetracked on the way by a booth you just can’t resist.

You still have another chance today to pick up 1 C.E. credit. The code becomes active three hours after the exhibit hall opens for the day. Then you use today’s code when completing your C.E. verification form.

Also today, you get another chance to enjoy a complimentary 150th-birthday cake pop in recognition the meeting’s anniversary. The cake pops have been flying off the tables as soon as they’re set out, so you’ll want to find a distribution point as close to the 1 p.m. start time as possible. Then you can have your cake and C.E. too!

Lots to smile about

By Fred Michmershuizen, today Staff

Many companies are launching new products and initiatives.

Dental instrumentation company Brasseler USA (booth No. 2202), which recently introduced a new branding initiative, unveiled some of the components of its recent efforts, including an updated logo, at a reception held for members of the media.

The updated brand identity is being launched...
introduced gradually, but a newly designed tradeshow booth, as well as updated marketing materials, business cards and stationery, are already here. The company’s tagline, “By Your Side,” embodies what sets the company apart, Brasseler said.

“Our tagline has been refined to broaden its meaning,” said Don Waters, president and CEO of Brasseler USA, in a press release. “‘By Your Side’ reflects our passion to support dentists in delivering predictable and consistent clinical results.”

In other news from Brasseler USA, the company has partnered with Ivoclar Vivadent (booth Nos. 1417/1617) to develop a specialized crown and bridge and veneer preparation system as well as a 5

Chairside finishing and polishing system specifically designed to work with Ivoclar Vivadent’s IPS e.max restorative material.

The new systems are available to dental professionals exclusively through Brasseler USA.

Sirona Dental (booth No. 1200), is unveiling Maxcem Elite, a new and improved resin cement, which boasts an up-to-90-percent higher bond strength to dentin than the previous formula. It features “One-Peel” cleanup, it requires no hand mixing, and there is no need for refrigeration, according to the company.

These are just a few of the many new products you can find here in Chicago. The exhibit hall is open until 4 p.m. today.

If it says CDS, you’re in the right place.