MAKE A GREAT FIRST IMPRESSION WITH TRIOS FROM 3SHAPE

The line “make a great first impression” applies to orthodontics more than to any other specialty in dentistry. Intra-oral scanning has brought numerous benefits to orthodontics by replacing analogue impressions and gypsum models. In a recent article in the *Austin Journal of Orthopedics and Rheumatology*, the authors listed what they consider to be the main advantages of digital impressions. For the orthodontist, these include improved diagnosis and treatment planning, as well as increased case acceptance, faster record submission to laboratories and insurance providers, and fewer retakes. Reduced chair time and treatment time, faster laboratory return, improved appliance accuracy, enhanced workflow, lower inventory expense, standardization of office procedures and reduced storage requirements are further advantages. Benefits for the patient include an improved case presentation and a better orthodontic experience with more comfort and less anxiety, reduced chair time, and easier relabelling of lost or broken appliances, as well as potentially reduced treatment time.

The advantages of intra-oral scanning in orthodontics are also what differentiate 3Shape’s TRIOS intra-oral scanner from many other impression solutions on the market. The award-winning device, which requires no powder, stands out with its documented accuracy, speed, RealColor digital colour impressions and automatic occlusion capture in real time. The 3Shape orthodontics team is continuously working on integrating TRiOS into the solutions of global orthodontic providers, like Invisalign, Inognito and many others. Since these integrations are cloud based, dentists can share cases with providers and TRIOS Ready Ortho laboratories through their TRIOS software easily. TRIOS power, combined with 3Shape orthodontic treatment planning and analysis software, is further enabling orthodontic professionals to gain more value and time, grow their business and simplify their workflow.

Treatment monitoring

When it comes to orthodontics, perhaps no other area benefits more from digital technology than patient treatment monitoring. Intra-oral scans can be combined with CBCT scans to create, in essence, a digital patient for in-depth clinical observation. They can also be compared side by side to precisely monitor and document tooth movement, the oral situation and the treatment plan. Moreover, 3Shape orthodontic solutions enable orthodontists and laboratories to virtually debond brackets and compare the current patient situation with their treatment plan. Owing to this feature, an increasing number of orthodontists and laboratories are now using 3Shape software to remove and place brackets digitally on virtual models, not only to save their patients visits, but also to ensure that the treatment plan is adhered to.

Dentists and laboratories can simulate orthodontic treatments like extractions and interproximal reductions, as well as the constraints and full details of tooth movement digitally as well. If combined with virtual articulators to optimise occlusion in real time, the benefits of digital technology are just too convincing to ignore. There is no need to think about storing, dusting off or replacing a gypsum model in one’s storage room.

Digital technology has changed the way clinicians work, particularly in orthodontics. Italian orthodontist Dr Santiago Izaia Penco sums up its impact best: “Now anything is possible.”

3Shape, Denmark

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REFERENCES


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GC ORTHODONTICS EUROPE—A NEW PLAYER IN ORTHODONTICS

GC Orthodontics Europe GmbH is based in the German town of Breckenfeld and will be distributing the new product range directly in Germany and France, and will be working with exclusive official dealers in the rest of Europe, the Middle East and Africa. The company will benefit from close cooperation with its distribution partners in the individual countries with superior knowledge of their own markets and experience they have accumulated over the years.

“Our goal is to offer a comprehensive package of services to orthodontists, and provide our clients with quality management, product advice and training programmes for all or- thodontic personnel. We will do this by offering top-quality customised product solutions, supported by innovative ordering options and after-sales communication,” commented Jacques Peucat, European sales manager of GC Orthodontics Europe GmbH.

GC have partnered with the long-established expertise of the leading Japanese company Tommy Inc., a byword for innovation, efficiency and quality. “Made in Japan, assembled in Germany”, while most of the products will originate from Japan, some manufacturing and distribution activities will take place in Germany, a great advantage for Europe. The use of the most innovative materials and technology will not only ensure that the highest processing and reliability standards are met, but will also allow patients of all ages undergoing orthodontic treatment to enjoy a comfortable and attractive outcome.

Jacques Peucat: “We offer a unique symbiosis of quality, service and know-how, and our objective is to transform the enthusiasm for orthodontics that we share with our clients into joint success. This passion is what drives us towards the global future of orthodontics.”

The product portfolio consists primarily of modern solutions for fixed orthodontics, including the self-ligating bracket systems in the Experience line. The brackets in this range include Experience Metal, Experience Ceramic and Experience Lingual, along with the Experience Mini Metal brackets, the attractive rhodium-coated versions of which are a real innovation in fixed orthodontics, scarcely higher than a conventional bracket, they are a highly effective combination of aesthetics, function and comfort.

The clients and partners of GC Orthodontics Europe GmbH will also benefit from one of GC Corporation’s key principles: the company will from the very beginning operate to the highest quality standards in all areas—products, services, environment

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GC Orthodontics Europe GmbH

www.gcorhindustries.eu

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The global dental specialist GC corporation has expanded into the orthodontic market and has formed a new company, GC Orthodontics Europe GmbH.

GC Corporation, which is active worldwide, is expanding its field of expertise and adding another powerful element to its portfolio with the creation of GC Orthodontics Europe GmbH. This move supports the philosophy of the GC group in providing high quality products and excellent service in orthodontics with the desired aim of offering the greatest possible benefit for dentistry along with optimum practitioners and patient satisfaction.

The foundation of GC Orthodontics Europe GmbH (GCOE) brings the GC Corporation closer to its goal of offering comprehensive dentistry services at the highest level. As one of the world’s leading dentistry firms, GC has been providing product solutions to the entire world for over 95 years, and now will be doing the same for orthodontics. Helping improve overall human health is one of the main principles of GC, which is committed to the values and philosophy of GC Corporation worldwide. Combining tradition and progress are just as important as high standards in products and services.

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3Shape, Denmark

Booth A03:41

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References

Temporomandibular Disorders (TMD) and Occlusion

This course consists of 2 intensive days in Dubai with lectures, hands on practice, and mentoring.

Registration information:

www.TribuneCME.com
Curriculum fee: €1,350
tel.: +49-341-484-74134 | email: request@tribunecme.com

12 C.E. CREDITS
Certificates will be awarded upon completion
G&H Orthodontics is celebrating its 41st anniversary this year. On this occasion, the US full line orthodontic manufacturer has announced news that mark the biggest expansion in the company’s history. “Owing to increasing demand from G&H Orthodontics customers, we expanded our elastomeric manufacturing capacity by 60 per cent, along with increasing production capabilities for brackets and wires,” said Brandon Bernacchi, G&H Orthodontics Vice President of Operations. “The addition of our Warehouse Management System (WMS) fully integrated with our ERP has been a real game changer. The system provides us with better order traceability, improved quality service levels, and faster, more complete shipping to our customers.”

“This, so far, has led to a 200% improvement in orders shipped same or next day,” he added.

To better understand customer needs, G&H did extensive research. “We realised that to continue to deliver exceptional service in over 90 countries, we needed to restructure our website, and to add customer service staff. The changes will make doing business with us easier,” said Emily Frische, G&H Orthodontics Director of Marketing.

G&H’s new website, which can be found at GHOrthodontics.com, was built with customer convenience in mind. The information available now include patient cases, videos, and a quick re-order feature.

“Our goal is to be the brand of choice in the ortho community,” Frische emphasised.

At the beginning of 2016, Jim Aycock also joined the G&H Orthodontics family as the Vice President of Sales. Further added were Riccardo Pini in New Zealand covering the Asia Pacific region, Elizabeth Young in Hong Kong covering Asia, and Dennis Steward covering Dental Service Organisations in the US. Three new Customer Specialists joined the team, Viola Newman, Rudy Olive and Tana Marshall, to serve international distributors and key accounts.

A privately held company headquartered in Franklin in Indiana, G&H Orthodontics stands out in the industry as a full line manufacturer of clinical orthodontic products and solutions including brackets, bands, tubes, wires, springs, elastomeric and other orthodontic supplies. With extremely high customer satisfaction for manufactured products, it has been serving customers for over 40 years in over 90 countries.

“We are helping orthodontists improve their profitability with direct from the manufacturer pricing, the convenience of one stop shopping, and quick delivery,” G&H Orthodontics President and CEO Kevin McNulty shared. “This expansion demonstrates our dedication to deliver a great experience to our customers. It’s an exciting time for us.”

G&H Orthodontics, USA
www.GHOrthodontics.com
Booth A01:10

British Orthodontic Conference
Friday 23 to Sunday 25 September 2016
Brighton Centre
Registration now open

Speakers include:
Professor Lysle Johnston
Professor Adrian Becker
Professor Hans-Peter Bantleon
Professor Jonathan Sandler
Professor Tony Ireland
Professor Kevin O’Brien
Dr Vittorio Cacciafesta
Dr Robert Kirschen
Dr Arna Johal
Dr Peter Huntley
Dr Sam Dahir
Dr Magali Mujagic
Ashley Latter
Dr Guido Sampemans
Professor Richard Wiseman “...the most interesting and innovative experimental psychologist in the world today”

Key Topics include:
Lingual orthodontics
Clear aligner treatment
Adult orthodontics
Contemporary treatment mechanics
Impacted teeth
Use of TADs
NHS commissioning
Latest research

Boc Brighton 2016
www.bos.org.uk
www.facebook.com/BritishOrthodonticSociety
@bosbraces #BOCBrighton2016
MONDEAL FOR AN ATTRACTIVE SMILE

To make every laugh infectious, orthodontists and dentists special-ised in orthodontics have the daily task to treat tooth displacements and malpositions of the jaw. The aim always is to achieve a best possible treatment outcome in regard to a balanced relation between the upper and lower jaw that harmonises functionally with the muscles, as well as the aesthetics of each in-dividual case.

Products by the German manu-facturer Arno Fritz are designed for making such outcomes daily routine. Highest demands put on the quality of their products are a given as quality ensures relia-bility in use which is one of the most important issue for a long-term treatment in Orthodontics. Owing to their in-house production facili-ties, the company has the opportu-nity to adjust all parts within one system to guarantee very easy han-dling and best customer support.

The usage of TADs has become a standard for orthodontic treatment. Fritz’s self-drilling LOMAS screws offer a number of advantages such as high stability, immediate screw lodability as well as reliable and se-cure fixation. There are additional applications by combining the LOMAS system with the innovative MONDEFIT system. Both systems complement each other and cover all common indications in the upper and lower jaw in combined usage.

NEWS FROM RMO

Every year Rocky Mountains Orthodontics (RMO) publishes its Clinical Review. It’s 2016’s edition is about “Shaping the future” and how RMO is applying innovation & technology in orthodontics. For example, the company has re-cently partnered with Dental Monitoring, which is the world first mobile monitoring solution in orthodontics. This solution is de-signed to help clinicians to control the position and treatment of their patient’s teeth remotely and con-tinuously.

In 2016, RMO is also introduc-ing some self-ligaturing options with the Altitude SL, a highly aes-thetic SL bracket Ascend SL and a brand new competitive bonding system TruLock. Another game changer brought to the field by RMO is the Straight Wire Low Fric-tion technique, more commonly known as SWLF, by Dr David Suarez from Spain. It is not just a technique involving brackets but a simple therapeutic protocol and system of biomechanics involving recent technological advances in orthodontics, the company said.

RMO Europe is further in-volved with Dr Wajeeh Khan by representing Orthocaps in France as an important actor of the aligner activity. This year is featuring a bit maintainer and a hybrid solution (HAT) combining lingual brackets preloaded into the aligner.

“We at RMO are proud to be able to bring you a complete line of game changers and many other items,” a representative said.

RMO has focused also on auto-mating its factory in Denver in the USA by using robotic arms and up to date machinery to prepare for the future and to be able to expand its horizons and expand over the world.

Rocky Mountains Orthodontics, USA
www.rmortho.com
Booth A04:20

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Rocky Mountains Orthodontics, USA
www.rmortho.com
Booth A04:20
Dental Tribune Group, the world's leading dental publisher, has today announced the introduction of a new approach in dentistry. DDS WORLD is an innovative full-service platform for dentists, suppliers, laboratories and patients. It offers state-of-the-art practice management software, product listings and deals, news and research, educational opportunities, videos, and more. Registration is now available at www.dds.world.

In order to run a practice effectively, dental professionals have to access about eight different tools and websites every day. Besides having to use often complicated practice management software, they need to communicate with the dental laboratory via programmes, email or telephone; look for new products and much more. Through months of testing and evaluation, DDS WORLD has been designed to meet all dental practice and laboratory needs. With DDS WORLD, dental professionals can easily manage their patients and inventory, collaborate efficiently with dental laboratories, browse for new products, compare prices, place orders, read the latest international dental news and attend webinars to earn continuing education credits—all on one platform.

The main tool of DDS WORLD is PracticeDent Lite, a free cloud-based practice management software program created to offer an optimal mix of functionality and flexibility. The system is capable of integrating existing data and offers more options than existing solutions on the market, providing a full range of capabilities for all tasks within the practice, including accounting, patient management, clinical case reviews, and recall reminders. With an intuitive interface, PracticeDent Lite can be used via any Internet-enabled device (computer, tablet or smartphone). If extended functionalities are necessary, customers can easily purchase and activate various advanced modules as add-ons.

DDS WORLD offers users different ways in which to buy products quickly and easily. The PracticeDent software notifies the team when stock of an item is running low and makes purchase recommendations. Using an innovative product listing tool, dentists can search for new products, including product information, prices, stock availability and more. A price comparison and search engine have specifically been designed to display the different prices available for the same item offered by various manufacturers. Related articles appear next to products, enabling readers to instantly obtain more information. Daily deals feature discounted dental products and allow for great savings.

The DTI news platform, www.dental-tribune.com, is an integral part of DDS WORLD, enabling dental professionals to read about new products, clinical cases, product evaluations, scientific research, event announcements and more. As dental knowledge is constantly advancing, dental professionals need to educate themselves if they want to keep up with the latest insights and trends. Webinars have proven to be the ideal format, as they provide a quintessential opportunity to discuss current topics with other professionals on an international level. DDS WORLD offers free online seminars for all current topics, presented by globally prominent speakers. Furthermore, attendance and successful completion of a live webinar are recognized with ADA CERP continuing education credits.