“Global thinking and local business are our core strategies”

An interview with Dr Luo Chuan Hao, VOCO, Germany

VOCO is a Germany-based company specialising in the production of modern aesthetic dental materials. Since 1993, the company has been doing business in Singapore and the South-East Asian region. Today, international Area Manager Dr Luo Chuan Hao talks about the market in Singapore and the company’s offering for this year’s IDEM.

Today International: Most regional divisions of many dental manufacturers are operating from Singapore. What are the advantages of doing business from here compared to other places like Hong Kong?

Dr Luo: We do business in Singapore and Hong Kong. The economical and political conditions that Singapore provides are excellent and can even be compared to countries like Germany. In addition, dentists here are very well trained and in demand of products with a higher quality and price level. All in all, global thinking and local business are our core strategies.

VOCO has been doing business in South-East Asia since 1995. What is your current reach and are there plans to extend distribution to more countries in the region?

Currently, we sell our products in almost all countries in South-East Asia, including Malaysia, the Philippines and South Korea. Our next goal is to increase our market share.

Dr Luo: Our current product range comprises filling and temporary C&B materials with high quality and aesthetic properties.

More dentists in Singapore and South-East Asia are becoming aware of the aesthetic aspects in dentistry, mainly driven by patient demand and new developments in the industry. Will these trends determine where the market is heading?

Yes, we also see this as an important trend. That is why we introduced the Amaris composite in 2007 and Amaris Gingiva last year in order to fulfil this demand. We are also increasing our sales for Grandio and Structur range.

You say that you introduced Amaris Gingiva, another innovative restorative, in Singapore last year. What response has the material received from the dentists?

The response has been very positive. Dentists in South-East Asia like this product very much. Amaris Gingiva is currently the only highly aesthetic light-curing restorative in gingival shades that can be used chairside.

Can you tell us how the product improves the aesthetic outcome of dental restorations?

For example, if there are V-shaped defects or exposed cervical areas, you need one product to repair the defect in the correct colour; namely gingival colour. With Amaris Gingiva, cervical areas exposed after gingival recession or cervical V-shaped defects can be restored both aesthetically and functionally.

When it comes to new products and innovation, companies usually focus on big trade shows like IDS or the Midwinter Meeting in Chicago. What do you have in store for IDEM?

You are correct. Generally, we present new products here in Singapore after we launched them at other meetings. Last year, at the time also showcased our new product GrandTEC alongside with several established products like Grandio, Grandio Flow, Amaris, Amaris Gingiva, Structur, Ionoseal, Futurabond and CIC. GrandTEC is a glass fibre strand impregnated with light-curing, methacrylate resin in an uncured condition. It was developed for application in traumatology, periodontology, orthodontics, conservative dentistry and prosthodontics. The glass strands can be equally applied to natural teeth, molars and impressions and adhere after light-curing.

GrandTEC is supposed to ensure the stability of the teeth after orthodontic and periodontic treatment. It can also be used as a base for replacing missing teeth as well as for locking and splinting avulsed or loosened teeth. It thus provides fragment anchorage after fractures as well as reinforcement to provide support for loosened teeth. It thus provides fragment anchorage after fractures as well as reinforcement to provisonal maintenance.

Although the significance of IDEM has been questioned, more exhibitors have chosen to participate this year. What do you think of the meeting and how do you foresee its development in the years to come?

We use IDEM mainly as a platform to communicate with our regional sales staff and, of course, to introduce new innovative products to the market. In my opinion, Singapore is still one of the most important meetings for us though other shows in Malaysia or the Philippines are slowly catching up.

Although the significance of IDEM has been questioned, more exhibitors have chosen to participate this year. What do you think of the meeting and how do you foresee its development in the years to come?

We use IDEM mainly as a platform to communicate with our regional sales staff and, of course, to introduce new innovative products to the market. In my opinion, Singapore is still one of the most important meetings for us though other shows in Malaysia or the Philippines are slowly catching up.

its future role and development, however, will depend on the organisations. If their aim is to fulfil the requirements of the industry and if they consider the interests of dental manufacturers as well as the participating dental dealers, IDEM should have a good future.

Thank you for the interview.
2010 Greater New York Dental Meeting

Free Registration*

Meeting Dates:
November 26 - December 1

Exhibit Dates:
November 28 - December 1

Please send me more information about...
☐ Attending the Greater New York Dental Meeting
☐ Participating as a guest host and receiving free CE
☐ I speak __________ and am willing to assist international guests

Name
Address
City, State, Zip/Country Code

Telephone    E-mail

Fax or mail this to:
Greater New York Dental Meeting or
visit our website: www.gnydm.com for more information.

*Free registration before November 26

For More Information:
Greater New York Dental Meeting™
570 Seventh Avenue - Suite 800
New York, NY 10018 USA
Tel: +1 (212) 398-6922
Fax: +1 (212) 398-6934
E-mail: info@gnydm.com
Website: www.gnydm.com
PIERRE ROLLAND UPDATES ITS EXPASYL SYSTEM

Expasyl is an innovative system of access to the cervical limits and a no-trauma and reversible method for gingival retraction that replaces conventional yet often traumatic techniques. Developed and manufactured by Pierre Rolland, it can open the marginal gingival without damaging the epithelial attachment, the company says.

At IDS 2009, Pierre Rolland introduced an updated version of Expasyl that was developed according to the needs of dentists and patients. Therefore, the paste is now available with strawberry flavour. Pre-bended cannulas are also included for an easier, quicker and more precise application. In addition, tips are now longer—40mm against 36mm—to provide more comfort to the dentist.

The Expasy Premium Kits contain 10 capsules of paste with strawberry aroma, as well as 40 pre-bended cannulas and a manual applicator.

PIERRE ROLLAND, FRANCE
www.actiongroup.com
Booth A16/B15

FOTONAS AT FIDELIS’ ER:YAG LASER

A new study published in the 4/2009 issue of the Journal of Oral Laser Applications has found that less total absorbed laser energy in the form of heat remains in teeth when treated with the AT Fidels’ Er:YAG laser from Fotona, a Slovenian-based manufacturer of medical laser systems. The authors concluded that, at least partially, explain the observed higher ablation efficacy of Er:YAG (erbium: yttrium, aluminium, garnet) lasers compared to Er,Cr:YSGG (erbium, chromium:yttrium, scandium, gallium, garnet) lasers.

This report follows previous studies that examined the use of laser profilometry for the characterization of crater size produced in hard dental tissue by Er:YAG and Er,Cr:YSGG lasers, which gave insights into accurately measuring laser drilling speeds. One study revealed that the AT Fidels’ Er:YAG laser’s ablation rates, which determine drilling speed in volume per second, be 1.7 times higher in dentine and 5 times higher in enamel compared to the Er,Cr:YSGG laser. Er:YAG lasers such as the AT Fidels are solid state lasers which typically emit infrared light. They are being used for a wide range of medical and dental applications including the cutting of bone in dental surgery.

Fotona d.d., Slovenia
www.fotona.com
Booth K404/L39

DIRECTA PRESENTS NEW SOLUTIONS FOR CLASS II CAVITY PREPARATIONS

Placing a matrix band at a good contact point and avoiding interproximal over-etch after exposure for Class II fillings has always been a time-consuming and laborious procedure. Directa has announced to offer a unique and easy solution for this procedure by combining a separating plastic wedge with a stainless steel matrix. The FenderMate is available in regular and narrow width and for left or right application and will be colour coded for better identification.

According to the Swedish company, the combined matrix and wedge are inserted as one piece. A new technology contains and compliments the curvature of the patients tooth and holds its shape without having to use a retentive ring that inhibits access to a cavity. The contact point is created by the dual curvature of FenderMate so that further burnishing will not be necessary.

With the combination of FenderMate and Fender Wedge, Directa also offers a tissue friendly approach for the preparation and filling of Class II cavities.

DIRECTA, SWEDEN
www.directa.com
Booth D30/E29

NEW TETRIC N-FAMILY FROM IVOCLAR VIVADENT


According to the company, the universal composite Tetric N-Ceram is based on the popular Tetric Ceram and designed for the fabrication of high-quality standard restorations in the anterior and posterior region. Important properties like polishability, low shrinkage and wear could be enhanced with the help of nanotechnology. Tetric N-Ceram is complemented by the flowable composite Tetric N-Flow which also offers excellent handling properties as well as an exceptionally high level of radiopacity. Owing the material’s outstanding wetting ability, it is particularly suitable for use as a cavity liner and offers the stability required for Class V restorations.

Tetric N-Bond is a light-cur- sing single-component bonding agent for enamel and dentin bonding in conjunction with the total-etch technique. It uses nanotechnology and is acetone-free which is supposed to help postoperative sensitivities occur less frequently. It also enables a durable bond to be established between the restorative material and the dental hard tissues. Tetric N-Bond is the acetone-free Tetric N-Bond Self-Etch material is sufficient to establish a sound bond between the enamel or dentin reducing the time needed for direct restorative treatment. According to Ivoclar, it is possible to store Tetric N-Bond Self-Etch at room temperature without compromising its quality because of the monomers which are resistant to hydrolysis.

Tetric N-Bond Self-Etch is a single component, self-etching, light-curing adhesive for direct restorative treatment procedures (composites, composites). A single layer of the acetoxy free Tetric N-Bond Self-Etch material is sufficient to establish a sound bond between the enamel or dentin reducing the time needed for direct restorative treatment. According to Ivoclar, it is possible to store Tetric N-Bond Self-Etch at room temperature without compromising its quality because of the monomers which are resistant to hydrolysis.

Tetric N-Ceram (left) Tetric N-Bond Self-Etch (right)