Global market exceeds US$21 billion by 2015

The global market for dental supplies is projected to exceed US$31 billion by 2015, a new report by Global Industry Analysts, USA, says. Demand for dental products and services remains healthy due to growing incidence of cosmetic dentistry, new products that reduce patient discomfort, increased health care conscious and growing number of dental implants.

However, growth in the conventional supplies category may be tempered due to emerging technologies and technologies that require fewer supplies and materials.

Most implants found to be successful

Dental implants are 98 per cent successful and cause little or no bone loss, according to new research published in the Journal of Oral Implantology. Authors Zeev Ormianer, DMD, and Jamie Lozada, DDS, president of the American Academy of Implant Dentistry (AAID), said.

They found that 98.5 per cent of the implants survived and there was no discernable bone loss in 88 per cent of the implant sites. The mean follow-up time was 7.5 years. The study goal was to determine the level of bone loss over time at the implant sites in the jaw. A key clinical issue was not whether bone loss would occur, but how much bone loss should be considered normal and acceptable.

“With an estimated two of every three Americans having at least one missing tooth, implants are becoming the preferred tooth replacement choice,” Ormianer said.

Men drive cosmetic trends

According to the British Academy of Cosmetic Dentistry (BACD), more men and more women are opting for cosmetic dental treatment. Men, who used to account for 28 per cent of all patients, now account for nearly a third of all procedures. Similarly, men used more products for less invasive treatment than did women, on average, over closer to women at 46 per cent. Overall, orthodontics (which includes both visible ‘train track’ as well as invisible and removable braces) has boomed in popularity, with the number of cases more than tripling since 2005.

“With the economy in the trough, the dental market for cosmetic dental care can be one of the first to see a boost. The correlation between rising unemployment and a drop in preventive dental care, however, is not necessarily due to people being short of cash, but due to a glut in the economy, according to a study in the online edition of Health Services Research.

The researchers analysed 50 years of information about demand and supply patterns from the Department of Treasury in the Seattle area, for every 10,000 people who lost their jobs, there was a 2.5 per cent decrease in demand for dental care, and a 4.2 per cent drop in preventive care. The drop was higher in the Spokane area, where the same increase in unemployment was associated with a 5.95 per cent decrease in preventive visits. This is notable as the study looked at people who had dental insurance that covered routine care.

“We see that high community level unemployment exerts a psychological toll on individuals,” said lead study author Brian Chin. “Even for people who are working, or who have a working partner or spouse, there might be an impact if they’re stressed about themselves or their significant others losing their job.”

Economic fears in the US affect dental care

China is increasingly competing with dental technicians and laboratories in Europe and the US. Editor Shelly Yui from our sister publication Dental Tribune China spoke with Chunming Chen, president of China Dental Manufacturers Association, during the China Dental Industrial Summit last year to discuss the current state and prospects of the dental lab industry in China.

Shelly Yui: Mr Ma, Chinese dental labs are often said to offer cheap but low quality services. How do you respond to these claims?

Ma Yun Xiu: Most Chinese dental labs I had the chance to visit have a serious consciousness for service and product quality. But compartmented bridges and crowns from China have not appeared in the US market. Are these individual cases?

Shelly Yui: I think they are. By now a majority of dental labs in China are using raw materials as well as equipment from high level friends in the world, such as 3M Espe, Vivadent, Denjoy or Shofu. To illustrate this, I can tell you that more than 90 per cent of porcelain powder used in Chinese labs is imported from North America, Europe and Japan.

How many dental labs are there in China right now and what extend are they working with overseas clients?

There are more than 80,000 labs of different sizes in China which are approximately 100 are able to provide quality services for overseas clients. While the rest are actively seeking new market opportunities abroad, those few have gained a stable position, which is also the majority of the world market and are continuously expanding.

As China has become a worldwide production centre for the apparel and shoe industry, we have full confidence that it will become a global production centre for dentures as well.

How would you rate the level of dental lab work in China compared to other emerging countries in the region like India for instance?

Chinese dental labs have experienced a remarkable revival from a simple handicraft business to a state of the art industry. We believe that the present process and their work is compatible with international standards. Therefore, you can find dentures ‘Made in China’ in many neighbouring countries like India, but hardly the other way around.

What main services do Chinese dental labs offer?

This depends on the requested product but there is literally nothing Chinese dental labs can’t do. Meanwhile, they use computer management systems and the internet, which largely enhances their service ability. Foreign clients can acquire the information by electronic order immediately and experience a higher level of transparency through online consulting systems.

How does the Chinese government ensure the quality of dental lab work conducted in the country?

Our government pays special attention to the safety of medical products and strictly by supervises any type of dental lab work. Therefore, dental labs are required to have a medical license and the manufacturers have to have a license for production.

There are differences, however, in quality standards throughout the country and some provinces demand factories to provide detailed QC (Quality Control) reports for every piece they produce.

Where do you see the general prospects for the dental lab industry in China?

The prospects for the dental lab industry in China are bright since the abilities to serve global customers has increased. Our dental lab industry can built upon its product service, product quality and decent price policy. I hope that our labs continue to offer excellent products and services for everyone in need.

Thank you for this interview.

The Chinese government pays special attention to the safety of medical products

“The Chinese government pays special attention to the safety of medical products.”

Interview with Mr Ma Yun Xiu, President of STD Lab Management

The Chinese government pays special attention to the safety of medical products. How do you ensure the quality of the products?

Mr Ma Yun Xiu (STD Lab Management): “We implement strict quality control for every piece. There are differences, however, in quality standards throughout the country and some provinces demand factories to provide detailed QC reports for every piece they produce.”

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About A-dec  

Headquartered in Newberg, Oregon U.S.A., A-dec’s 55,000 sqm facility dedicated to the manufacturing of dental chairs, stools, delivery systems, dental lights, cabinetry and handpieces was founded in 1964 by Ken and Joan Austin. Over 40 years later A-dec has almost 1000 employees and is the world’s largest manufacturer of dental chairs and delivery systems with a global network of customers and authorized dealers in more than 120 countries.

The new 2500 sqm large A-dec Education Center opened its doors in April 2008. It is a state-of-the-art showroom and training facility for dental professionals and home to A-dec’s sales and technical training programs. Not only does it show off the quality and breadth of A-dec equipment—it also demonstrates A-dec’s commitment to education and the dental industry.

In addition to the showroom, the new education center takes A-dec’s world-renowned training programs to the next level. As well as a conference room for up to 200 guests, featuring all the latest technology, there are two spacious labs with fully-functioning workstations, which allow service technicians a more interactive, hands-on approach to troubleshooting old and new A-dec equipment.

The newest addition to A-dec’s product family, is the result of extensive collaboration and testing that puts innovation to the test. With input from designers, engineers, dealers, dentists and staff, A-dec 300 allows unprecedented integration of technology and is one of the most compact systems available today: modern, simplistic, and well positioned to fit small spaces as well as offering a state-of-the-art product at an affordable price.

A-dec 300™ is a complete system of chair, delivery system, light, monitor and assistant’s instrumentation. The new A-dec 300 system offers customers a mid-level platform choice that’s lower in cost than A-dec 500®, yet maintains the high performance, service and support that distinguish A-dec products.

In addition to superior ergonomic access, A-dec 300’s modular design allows dentists to choose the options and combinations that best suit their individual working styles.

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Zusätzlich zu dem ergonomisch überzeugenden Zugang zum Patienten ermöglicht der modulare Aufbau des A-dec 300™ dem Zahnarzt, die Optionen und Kombinationen zu wählen, welche am besten zu seiner individuellen Arbeitsweise passen.