Un fabricant de pièces à main vise le leadership mondial

Handpiece maker sets its sights on global leadership

80 pour cent des revenus de NSK générés à l’extérieur du Japon

Par Dental Tribune Asia Pacific

Ce n’est pas un secret que les crises financières successives n’ont pas été bonnes envers les compagnies au Japon. La récession a ralenti les investissements d’affaires de façon significative, ensuite le tsunami de 2011, accompagnée d’une destruction massive, a presque oblige la troisième économie mondiale à s’arrêter.

Mais pour NSK, un des plus grands fabricants dentaires du pays, les problèmes du marché domestique ont eu peu d’impact, car l’entreprise fait des affaires ailleurs.

D’après le président et PDG Eiichi Nakanishi, avec qui le Dental Tribune a eu une interview dernièrement au siège de la compagnie à Tochigi, plus de 80 pour cent des revenus de NSK sont générés à l’extérieur du Japon.

Fort en Europe, Amérique du Nord

Pendant les trois dernières années, NSK a particulièrement bien performé dans les marchés matures tels que l’Europe et l’Amérique du Nord, malgré les conditions défavorables comme une grande saturation du marché et le déclin de la valeur du yen.

Mais pour NSK, one of the country’s leading handpiece manufacturers, troubles in the home market had minimal impact because the company conducts most of its business elsewhere.

According to President and CEO Eiichi Nakanishi, with whom Dental Tribune International recently spoke at NSK headquarters in Tochigi, more than 80 percent of the company’s revenues are generated by operations outside of Japan.

Strong in Europe, North America

In the last three years, NSK has been performing particularly well in mature markets such as Europe and North America, despite unfavourable conditions such as high market saturation and decline of the yen.

Another significant contributor has been NSK’s European office in Germany, which accounted for almost one third of the 22.2 billion yen (US$278 million) in sales the company reported in 2011. “That is why economic conditions in our home market have little or no impact on our overall business. We really think globally,” Nakanishi said.

Since 2009, Nakanishi has seen his company regain market share in Asia, particularly in the major markets of China and India. “Our new subsidiary in Singapore is doing quite well,” Nakanishi said.

One of the company’s major products is its new S-Max pico surgical micromotor, which has been designed to treat patients with smaller heads and necks in the sector, as well as an exceptionally low noise level and virtually no vibration. The Surgic Pro surgical micromotor has also received much interest, particularly by dental implant surgeons. And the S-Max pico, developed to treat patients with smaller mouths, has become popular worldwide with pediatric dentists.

NSK has expanded with instruments such as ultrasonic scalers and polishers, but its core business remains dental handpieces and other small motor equipment. “When it comes to handpieces, we have produced more innovations than our competitors,” Nakanishi said. “Our goal is to become the No. 1 company worldwide in this segment.”

Ici aux JDIQ

Pour plus d’informations, contactez NSK Dental au (800) 585-4675, envoyez un courriel à info@nskamerica corp.com, allez en ligne à www.nskamerica corp.com, ou visitez les kiosques de NSK, nos. 2008–2010.

Here at the JDIQ

For more information, contact NSK Dental at (800) 585-4675, send an email to info@nskamerica corp.com, go online to www.nskamerica.com or stop by the NSK booths, Nos. 2008–2010.

80 percent of NSK revenue generated outside Japan

By Dental Tribune Asia Pacific

It is no secret that the years after the global financial crisis were not kind to companies in Japan. The recession slowed business investments significantly, then the 2011 tsunami and the massive destruction it wrought almost brought the world’s third largest economy to a halt.

But for NSK, one of the country’s largest dental manufacturers, troubles in the home market had minimal impact because the company conducts most of its business elsewhere.

According to President and CEO Eiichi Nakanishi, with whom Dental Tribune International recently spoke at NSK headquarters in Tochigi, more than 80 percent of the company’s revenues are generated by operations outside of Japan.

NSK fabrica toujours la majorité des pièces de précision à l’interne. (Photo/Gracieuseté de NSK) • NSK still manufactures most of the precision parts in house. (Photo/Provided by NSK)
Osez comparer les Innovations, le service et le rapport qualité prix

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Implant Direct's Canadian prices based upon actual daily exchange rate

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$200 vs $533* plus taux de change de 7.4%
for the implants Zimmer
plus 7.4% exchange premium from Zimmer Dental

Compétition
Clients Zimmer
Reality Check
Zimmer Customers
Épargnez plus de $483 avec Legacy3
Save over $483 with Legacy3

SwishPlant™
Emballe tout-en-un incluant implant, pilier final, transfert, pilier de guérison et visse de couverture
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$200 vs $573† plus taux de change de 7.2%
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Compétition
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Reality Check
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BEAUTIFIL Flow Plus restorative is ‘changing dentistry for the better’

It just stays put
One of the many distinguishing features of BEAUTIFIL Flow Plus is that it stays where you put it. Older-generation flowables tend to spill out of the prep. BEAUTIFIL Flow Plus provides precision stacking capabilities with no slump. This is particularly important when working at awkward angles or with fidgety patients.

Two distinct viscosities add to dentists’ treatment options. See Figure 4. FØØ/FØ3 material, “FØØ” Zero Flow (0.0 mm of flow held vertically for one minute) is ideal for stacking, especially in the marginal ridge. “FØ3” Low Flow (3 mm of flow held vertically for one minute) handles more like a traditional base or liner. That said, the mechanical properties for both viscosities are similar and can be used interchangeably. Both FØØ and FØ3 display self-levelling characteristics that make polishing easier than ever.

Clinically proven benefits
Shofu’s proprietary GIOMER technology utilizes “Surface Pre-Reacted Glass” (S-PRG) filler, providing a wealth of benefits for high-carries-index patients, according to the company. Simply put, S-PRG filler is composed of a glass core with a surface-modified layer that protects the durability and esthetics of the glass from moisture, while still allowing beneficial ions to travel freely between the S-PRG filler and the oral environment.

Many competitive restoratives release fluoride initially, but deplete their charge within a matter of weeks. With S-PRG technology, fluoridated products, such as toothpaste and mouthwash, recharge the filler material, providing sustained preventative benefits over the life of the restoration.

Numerous independent clinical studies show S-PRG fillers to display bio-minetic properties that help protect the restoration and surrounding tooth structure from harmful bacteria. Studies on BEAUTIFIL Flow Plus’s sister product, BEAUTIFIL II, a hybrid restorative, highlight these results. As published in JADA, a University of Florida study found that restorations containing S-PRG filler showed no failures, no secondary caries and no post-op sensitivity during an eight-year period. A 13-year recall of these patients is under way.

Quality and durability
For decades, Shofu’s “Brownies,” “Greenie” and other polishers have been synonymous with quality and durability in dentistry. While many companies would be complacent as the “go-to” polishing company, Shofu has been on a mission to change dentistry for the better with innovative chemical restoratives such as BEAUTIFIL Flow Plus. Exceptional strength, handling and unique bioactive filler technology make it a product worth seeing for yourself.

Coming: pit-and-fissure sealant
Building on the GIOMER line of products, and coming soon from Shofu, is BeautiSealant Pit and Fissure Sealant. BeautiSealant is a tooth-coloured, fluoride recharging, pit and fissure sealant that reduces treatment time by completely eliminating the need for phosphoric acid etch and rinse steps. Using an advanced, self-etching primer, new approach, BeautiSealant is gentle on teeth, yet delivers superior shear and tensile bond strength compared with leading phosphoric acid etched systems.
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Nd:YAG and Er:YAG digital pulsed lasers called indispensable for the modern, expanding practice

Many dentists are considering how they can increase practice revenues. Differentiating yourself from your competitors through advanced technology and treating more patients per day is an effective strategy. The latest in dental laser systems may well be the answer for many practices. Most often offering superior treatment speed, increased clinical quality and a positive experience for patients, many dental lasers have evolved dramatically from the days when they were slower to use than a high-speed handpiece.

It may be true that some lasers systems, which deliver laser energy through an optical fibre, have limitations because of the relatively low speed at which the treatment can be carried out. Why? To protect the effective fibre, laser energy levels must be kept low, often at the expense of treatment speed and efficiency.

However, today's “next generation” laser systems, utilizing an articulated arm with reflecting mirrors and further supported by advanced digital technology, can deliver laser energy much more efficiently, without compromising treatment speed. Such lasers achieve optical drilling speeds of up to 1.6 times faster than conventional high-speed burs.

Deciding on right laser source for best treatment outcomes
When considering enhancing a dental practice with an investment in a dental laser system, the right choice for the best treatment outcomes is essential. Erbium lasers have long been recognized as the optimal dental lasers for effective, precise and minimally invasive hard dental tissue treatments. Of all infrared lasers, they exhibit the highest absorption in water and hydroxyapatite, and are ideally suited for cold optical drilling in enamel, dentine and composite fillings.

A recent study published in the Journal of Oral Laser Applications states that an Er:YAG (LightWalker®) laser delivered through an articulated arm cuts three times faster through dentine and 4.2 times faster through enamel than an Er, Cr:YSGG laser delivered through an optical fibre.

According to the authors of the study, the measured differences in treatment speed result from the differences in the laser wavelengths, pulse duration and shape of the laser pulses. Laser physics is an exact science.

The Er:YAG wavelength is absorbed three times better in hard dental tissue than Er, Cr:YSGG. This means that the Er:YAG removes more hard tissue at the same laser power settings, enabling faster procedures. To best ensure the comfort of the patient experience during the pulse, eliminating inefficiency and unwanted thermal effects to surrounding tissues.

If you to choose between two laser sources.

Advantages for patients
In 90 percent of the cases, patients feel no discomfort at all during Er:YAG laser treatments. Procedures can frequently be performed without anesthesia, eliminating considerable waiting time for patient numbing. With improved patient comfort and reduced anxiety (no needles, no noise, no vibration, no numbness), the stress for both dentist and supporting personnel is also minimized.

Reduced need for anesthesia allows greater opportunity to treat patients in all four quadrants during the same appointment. Fewer follow-up appointments and faster treatments enable increased free chair time and much happier patients. A satisfied patient is more likely to spread the word about comfortable and quick treatments, providing organic practice referral growth.

The LightWalker system from National Dental Inc. (NDI) enables you to choose between two laser sources.
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« Les appuis-coudes mobiles contribuent à une ergonomie de travail fort appréciable. »
Dr Claude Martel

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« Tellelement confortable et relaxant ! »
Dr. Stéfanny Tran

« Merci Posiflex, je pratique toujours ! »
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Le 21 décembre 2012, 3Shape, un leader acclamé mondialement par les utilisateurs pour ses scanneurs 3D et ses solutions de logiciel CAD/CAM, effectuait le lancement sur le marché de la prochaine génération de son Dental System™ 2013. Pour le président et PDG de 3Shape, Flemming Thorup, « l’entreprise est sérieusement concentrée à aider les laboratoires pour rester compétitifs dans une industrie sous l’impulsion des changements technologique, l’escalade de la globalisation en plus des exigences croissantes de la réglementation. En améliorant la facilité d’utilisation de notre Dental System 2013 et en ajoutant encore plus d’indications majeures, nous croyons avoir augmenté de façon significative la productivité et la gamme de services que les laboratoires peuvent offrir à des prix compétitifs. »

• Nouvelle interface utilisateur pour un maximum de facilité et un acheminement du travail simplifié. Une nouvelle barre intuitive guide l’utilisateur dans toutes les étapes de la conception de son travail. La nouvelle interface utilise un impressionnant design plein écran pour maximiser l’espace du design 3D.

• Un pont élaboré, sur implant avec gencive (« Style Prettau »). Concevez des ponts complets avec gencives, dents et implants avec l’aide de l’interface pour une procédure unique et sans heurt. Les cas peuvent être usinés directement

3Shape, page 15

System has new major indications, powerful design tools, optimized order-creation, stronger scan and design workflows and new, highly intuitive user interface

■ On Dec. 21, 2012, 3Shape, a user-acclaimed worldwide leader in 3-D scanners and CAD/CAM software solutions, released its next generation Dental System™ 2013 to the market. “We are keenly focused on helping labs stay competitive in an industry driven by technology changes, escalating globalization and increasing regulatory demands,” said 3Shape President and CEO Flemming Thorup. “By enhancing ease-of-use in our Dental System 2013, and adding even more major indications that can be provided digitally, we believe that we have significantly increased the productivity and range of services labs can offer at competitive prices.” Advancements include:

• New user interface for maximum ease-of-use and simplified design workflows. A new intuitive workflow progress bar guides users through each design step. The new interface introduces an full-screen design window that maximizes

Pour une utilisation sans risque, chaque insert dispose d’une bague de couleur afin d’identifier immédiatement sur le bouton de réglage couleur du générateur la puissance idéale pour l’insert utilisé.

En plus des avantages du P5 Newton, le P5 Newton LED est doté d’une pièce à main lumière autovalable Newton LED.

Les douze LED d’une puissance de 0,3 W par pièce peuvent être commandées indépendamment et les LED d’un même groupe sont synchronisées. Les piliers anatomiques et les couronnes ou du modèle de bureau 3Shape. Utilisez les scanneurs autant du TRIOS® et des 3Shape desktop scanners. Les techniciens utilisent le Smile Composer™ de 3Shape et un outil unique pour concevoir toute l’anatomie.

Les scans de l’insert sont effectués avec un scanner 3Shape® Abutment Designer™. Tous les types de piliers des couronnes transversées et des piliers anatomiques sont sélectionnés directement à l’aide du formulaire de commande suivi par le nouveau flux de travail “anatomy-first.”

3Shape
• Denture Design™, un procédé numérique d’avant-garde. Le nouveau logiciel Denture Design™ de 3Shape apporte la précision et l’efficacité numérique à la conception d’implants de remplacement.

Ici aux JDIQ
Pour plus d’informations, visitez Ac- teon North America (compagnies Satelec & Sopro) kiosque #1721-1723.

Here at JDIQ
For more information, visit Acteon North America (Satelec & Sopro compa- nies) in booth Nos. 1721-1723.

• New Abutment Designer™ workflow for screw-retained crowns and anatomical abutments. 3Shape introduces a new workflow for designing screw-retained restorations in Abutment Designer™. All types of abutments—standard custom abutments, screw-retained crowns and anatomical abutments—are selected directly in the order form, followed by the new “anatomy-first” workflow.

• Groundbreaking digital Denture Design™. 3Shape’s new Denture Design software brings digital precision and efficiency to a traditionally technique-demanding process. Technicians use 3Shape’s Smile Composer™ and a unique Gingivas Creation Tool to efficiently model esthetic and functional dentures.

• TRIOS Inbox. Labs can connect to any open TRIOS digital impression sys- tem in the world. The new TRIOS Inbox enables labs to receive scans from TRIOS Digital Impression Systems in dental clinics and discuss cases with dentists online. Incoming cases are accepted or rejected with a single click and a notification is immediately sent back to the dentist.

• P5 Newton XS de Satelec (Photos/Gra- cieséty de Satelec)
Implant Direct’s new online store has ‘All-in-1 Shopping’

Implant Direct is described as the company that revolutionized the implant industry by creating the value-priced segment in 2006. But with its new online store, it may soon be known as the company that dramatically simplified how implants and auxiliary items are ordered.

Located at www.implantdirect.com, the online store introduces visitors to the latest products, resources and events with an ever-changing homepage display (Fig. 1). Visual selection charts lead clinicians or office staff through the implant selection process, first by identifying the implant system (Fig. 2) and then by choosing the correct diameter and prosthetic platform (Fig. 3).

Once a site user is on the implant product page, the compatible components, abutments, instruments, biologics and literature are just a click away. According to the company, there’s no need to jump through different product categories or pages — with “All-in-1 Shopping,” everything can be found all in one spot. The “simply smarter” system even identifies the related items.

In addition, Implant Direct’s online store enables visitors to:

• View related 3-D graphic videos without interrupting shopping.
• Easily switch between different product images or zoom in for a close-up view.
• Compare the features and benefits between different products of interest.
• Move to different categories when desired via the global, top navigation bar.
• Easily find Attachments International products and education opportunities in dedicated sections.
• Quickly navigate to products by using improved search capabilities and a new advanced search option.
• Readily preview cart contents.
• Keep track of potential future purchases with a “Wish List.”
• Create and manage an account and easily track all recent activity from the “Account Dashboard.”

This new online store, with its advanced technological capabilities, represents the latest progression in the Web-based business strategy Implant Direct was founded on. The company has long strived to augment the service and support available to dental professionals through customer service and field teams — with online assistance that includes services such as the extensive library of 3-D graphic videos detailing technical procedures and product features.

Implant Direct’s implant systems offer surgical and prosthetic compatibility with premium-priced systems as well as significant design improvements for enhanced clinical performance. Unlike many other companies, Implant Direct offers a non-negotiable list price for each item in its broad product range. “All-in-1 Packaging” includes components such as cover screw, healing collar, transfer and final or temporary abutment with the implant for added value.

About Implant Direct
Implant Direct is a joint venture between implantology pioneer Dr. Gerald Niznick and Sybron Dental Specialties (SDS). The venture combines: SDS’s 100-year history of providing service, quality and innovation to dental professionals; the expansive expertise of SDS’s Fortune 500 parent company, Danaher Corp.; and Niznick’s 33-year history of innovation in the implant industry, with his more than 30 patents, including the internal, conical connection in 1986 — the cornerstone of modern dental design.

Implant Direct furthers all of these traditions with its commitment to providing high-quality products with simplified surgical procedures and versatile prosthetic options at value-added prices. The company releases numerous new product lines and line extensions each year, while also continually improving its existing product designs, manufacturing processes and online support.