New products from NSK

Engineers start with patient safety and handpiece efficacy, then keep improving versatility, accessibility, visibility, maneuverability and practitioner comfort.

By Robert Selleck, today Staff

More than 17,000 individual parts go into the production of NSK handpieces, and close to 90 percent of those parts are built and tested in-house by NSK.

This total-control approach in the manufacturing of its products is how the company backs up its slogan, “Expect perfection.”

According to Rob Gochoel, NSK Dental director of sales and marketing, the company adheres to that same “expect perfection” philosophy in its commitment to product development. Key to that commitment is the communications chain NSK continues to build in North America — linking dental professionals to NSK product engineers.

Because NSK handles every step of product development in-house — research, design, manufacturing and testing — feedback from customers is quickly funneled directly to the people who can take action.

“We’re constantly seeking out and receiving feedback in our product development efforts,” Gochoel said. “It’s all about making dentists more productive. Coming up with improvements that make dentists’ lives easier — and make their patients more comfortable — is key.”

In 2013, NSK launched three major products, and it just launched one more this month. Here’s a summary from Gochoel of recently launched and soon-to-launch major products:

- **March 2013:** iProphy Air — a handpiece designed for dental hygiene work.
- **May 2013:** Ti-Max Z45L — the world’s first 45-degree electric handpiece.
- **October 2013:** Ti-Max X450 series — air-driven, 45-degree surgical handpieces with an industry-leading two-year warranty.
- **January:** Ti-Max Z series — a premium air-driven series.
- **March/April:** a new handpiece maintenance unit.

**Ti-Max Z45L**

Launched last May, the Ti-Max Z45L boasts two industry firsts: It’s the world’s first 45-degree contra-angle electric handpiece, and it has the first two-way water spray function (mist or jet, on demand). According to NSK, the overall resulting design provides “effortless access to back molars that a standard contra-angle can’t match.”

The solid titanium body is 30 percent lighter than stainless steel, while also being more durable and corrosion resistant.

A unique head-cap design creates an “anti-heat system” that helps limit heat generation during treatment — for increased patient comfort and safety.