Wrigley loses market share against Cadbury Trident

LONDON: Cadbury Schweppes, a large confectionery and beverage company based in the UK, claimed that it has succeeded over Wrigley after revealing that Trident is now a bigger brand than its famous purple-packaged Dairy Milk chocolate.

A worldwide marketing campaign led to a 26 per cent surge in sales of Trident in 2007, creating revenue of $US1 billion, double the level that it boasted when Cadbury bought the brand in 2003. According to Todd Stitzer, chief executive at Cadbury Schweppes, Trident is now their largest global brand. "Moreover, we believe Trident still has significant growth potential," he told The Times in London.

Trident currently has a 10 per cent market share in Britain, where Cadbury spent $US2.1 million on launching the product in 2007. At that time Wrigley had 98.4 per cent of the UK market and the market was declining at a rate of 4 per cent a year.

Analysts believe that it could take time for the group to generate significant profits from the new brand in Britain, yet industry experts believe that Cadbury's distribution network and sales force on the high street mean that it is the best-placed of any confectionery group to threaten Wrigley, the American giant, in the coming years. Wrigley has answered Trident's launch by increasing marketing spending and signing sponsorship deals with the Barclay Premier League and Hollywood, the television show "Criminal Minds".

Trident's success was one of the bright spots in an otherwise trying year for Mr Stitzer, who in the past two years has had to weather a series of setbacks at the company, from a salmo- nella scare in the UK to fraud in Nigeria. In the coming year Stitzer said that the group would continue its product innovation as well as take brands to new markets. "We will hit Blacks, the upmarket chocolate, will be launched in the United States in 2008, after Australia, the Irish Republic and South Africa.

Accelerade, the group's sports drink, will be scaled back to specialist markets after its failure over the past year.

Sweden closes surveillance of Nobel Biocare implants

UPPSALA: The Swedish Medical Products Agency (MPA) has announced to have concluded its review of NobelDirect and NobelPerfect dental implants. The company behind the implants, Nobel Biocare, was requested to take measures to improve the operating instructions. This has been carried out and the implants can be sold again without restrictions, Agency officials said in a press release at end of February. The MPA reviewed NobelDirect and NobelPerfect during 2006 and found inadequacies in the instructions for use of the implants.

The MPA has also reviewed the results from the company's three-year study of dental implants, as well as the results from another three-year study, Data confirm that the implants unexpectedly are often connected with early degradation of the dentine which is primarily because of the inadequacies in the instructions for use. The MPA also criticized that the company has no plan to sell aids on the new service and aims to make money indirectly when users search for other medical information.

Google rival Microsoft with new personal medical records service

ORLANDO: Google has unveiled a new plan for patients who want to see their medical records. At the 2008 Annual Conference of the Healthcare Information and Management Systems Society in Florida, USA, Chief Executive Eric Schmidt said that his company has signed deals with leading US hospitals and medical compa- nies, including Health Mart, Walgreens, the US operator of the pharmacy chain, and the pharmaceutical giant, Pfizer.

Google aims to foster sharing of medical information. While medical providers are covered by US privacy laws, there is little in the way of established privacy, security and data usage standards for electronic personal health records. Google said it is prepared to resist fishing expeditions by lawyers seeking to subpoena personal medical records stored on Google Health. Last year, it went to court to defeat an effort by the US Justice Department to request some Google search records. "We’ve taken a pretty aggressive position in a pro-consumer way in the US, but I do want to assure you we are subject to US law," Schmidt said.

Henry Schein ranked number one by Fortune Magazine

MELVILLE: Henry Schein Inc, the largest distributor of health care products and services in the combined North American and European markets, has been ranked number one in the "wholesalers: health care" industry in the Fortune 2008 list of America's most admired companies. The findings of the survey, which included 622 companies in 64 industries, are posted on Fortune's website (http://money.cnn.com/magazines/fortune/ mostadmired/2008/index.html) and were published in the latest issue of Fortune Magazine.

Contributing to Henry Schein’s top overall ranking in its industry, were number one rankings in seven of the survey’s eight key attributes of reputation: innovation, use of corporate assets, quality of management, financial soundness, long-term investment, quality of products and services, and social responsibility.

"It is very gratifying to be ad- mired for our business practices and the quality of our com- pany, and we are honoured to be recognized along with some of the most respected companies in this country," notes Stanley M. Bergman, chairman and CEO, Henry Schein.

"This is particularly special because we were selected by the people who know us best: senior executives, outside direc- tors and industry analysts who are familiar with Henry Schein and our competitors within the industry. This designation is a source of great pride for over 12,000 team Schein members around the world, whose collec- tive commitment to customer service and giving back to soci- ety has made this achievement possible."

To determine its most ad- mired rankings, Fortune Maga- zine and its partner, Hay Group, surveyed Fortune 1,000 and Global 500 companies, as well as the top foreign companies operating in the US Customized industry questionnaires were distributed to senior executives, directors, and industry analysts, who were asked to rate com- panies in their own industry on eight criteria. This is the 20th year that the survey of Amer- ica's most admired companies has been conducted.