Dental Tribune International debuts new media

Access Pharmaceuticals, Inc. in the US has signed product development and distribution agreements for Milia, a product for the treatment of oral mucositis, with the Korean company JCOM & DONG—a Pharmaceutica. The financial terms of the arrangement have not been disclosed.

Johnson & Johnson in the US is sponsoring the Listerine Mobile Mouth truck in Malaysia. The project is part of the company’s Complete your Daily Oral Care with Mouthwash campaign, which is being conducted in conjunction with the Malaysian Dental Association.

Biodase Technology, Inc. in the US will begin distribution of its laser products for dentistry in Australia and New Zealand through its sole North American distributor Henry Schein, Inc.

The Singapore Dental Association has reported that it continues to improve alcohol-based mouthwashes. Recent evidence from Australia has revealed that the term use of these mouthwashes can lead to an increased risk of developing oral cancer.

Align Technology, Inc. in the US is now marketing its Invisible Teen orthodontic treatment aligners worldwide. To date, the system has only been available in the US and Canada.

Henry Schein, Inc. has announced the acquisition of Ortho Organizers, a privately owned manufacturer and distributor of orthodontics products with headquarters in Carlsbad in the US and subsidiaries in Australia and New Zealand. The terms of the transaction have not been disclosed.

The dental companies Kuraray, GlaxoSmithKline Unilever and Procter & Gamble have been included in the 2009 Global 100 Most Sustainable Corporations in the World list. Launched at the World Economic Forum 2005 in Davos in Switzerland, the annual Global 100 assesses the performance of various companies in several social, environmental and strategic governance issues.

KCM Holdings Corp. in the US has formed CT Dental Canada in conjunction with Leonard Tan & Associates. CT Dental Canada has been awarded the sole right to import dental laboratory work for the Canadian & US markets from the CT International Dental Group in Hong Kong. CT plans to go public in both Canada and the US.
HELSINKI, Finland: The Finnish dental equipment manufacturer Planmeca OY has signed another delivery agreement with the Prince Philip Dental Hospital (PPDH) in Hong Kong. The new dental units included in the delivery will replace the current dental equipment at the hospital’s paediatric department, the company said. The PPDH is a publicly funded teaching hospital that provides clinical teaching facilities for the undergraduate and postgraduate students of the Faculty of Dentistry at the University of Hong Kong. With Horseley Co. Ltd., Planmeca’s local distributor in Hong Kong, Planmeca has announced the provision of 35 Planmeca Universal dental units, 4 Planmeca Compacte independent carts, and 57 Planmeca Chairs, all equipped with LED-operating lights, to the PPDH. The installation will take place in July 2009.

“Such agreements demonstrate that even in the extremely competitive Asian market, it is possible to succeed by offering high-technology products of superior design,” states Jouko Nykänen, Director of Export Sales. “Our role is to encourage the customer to follow and appreciate the technical development. The Prince Philip Dental Hospital expects products and suppliers to be truly competent, which has led us to succeed in competing for delivery agreements.”

The first delivery agreement with the PPDH was signed in 1998, and the current agreement is the fourth. After installation, the dental hospital will have a total of 212 Planmeca dental units. In addition to PPDH, Planmeca said to have signed a delivery agreement with the University of Maryland in the US for 27 Planmeca Sovereign dental units, 1 Planmeca ProMax 5DX-ray unit, and Triangle Furniture Systems’ cabinetry.

“The products that meet the needs of the customers and the ability to keep our promises are behind these renewed agreements; for us, these latest agreements are a clear signal indicating that the customer is satisfied with our products and services in the long run,” concluded Nykänen.

(Edited by Daniel Zimmermann, DTI)

New dental lasers for Hong Kong

LEIPZIG, Germany: The German company elexxion has signed a cooperation agreement with Healthcare Dental Ltd. Under the agreement, the Hong Kong-based dental supplier will be allowed to market and distribute elexxion’s wide range of dental laser systems to over 1,200 dentists in the Hong Kong area and Macau. The terms of the agreement have not been disclosed.

Products manufactured by elexxion use the latest dental technology on the market. The current elexxion delos product line combines a high-performance diode laser with an Er:YAG laser for use with most applications, such as oral surgery, bleaching or endodontics. With their claros system, the company also offers a diode laser for the gentle treatment of tissue. The elexxion duros is an erbium laser system for treating hard dental tissue.

According to Liljenqvist, Hong Kong was chosen to serve as elexxion’s regional distribution centre for Asia. Among others, the company supported the 11th Congress of the World Federation for Laser Dentistry, which was organised in collaboration with the Hong Kong Surgical Laser Association in 2008. The company also has dealers in South Korea and Taiwan.

Elexxion shares increased by almost 20 per cent to €2.15 by the end of March. The company went public in 2002.