Sirona unveils new unit for new markets
INTEGO treatment centre meant to offer premium quality at affordable prices

Daniel Zimmermann
DTI

BENSHEIM, Germany: Checking the latest investment figures, Jeffrey T. Slovin looks relaxed and pleased with himself. Minutes ago, the 49-year-old CEO of Sirona was still rocking the stage in front of 600 guests in a specially prepared production room at the company’s site in Bensheim in Germany for what he says is probably one of the most important product launches in his company’s recent past.

Developed to fill a gap between its C8+ and SINIUS dental chairs, the new INTEGO treatment unit was developed to be a door opener to new markets in which the German company took significant investments—markets such as Asia where Sirona opened a new regional headquarters at the end of last year. Excluding the German-speaking countries, however, it will also be supplied in established markets like Scandinavia and Southern Europe, according to Executive Vice President of Sales Walter Petersohn.

Balancing this stretch, however, made it necessary to offer two versions of the unit, named BASIC and PRO, that can serve practitioners with normal treatment requirements as well as specialists who want to perform advanced procedures like implantology or endodontics. For the latter group, the PRO version will offer enhanced features such as an automatic disinfection device or the possibility to add an apex locator. Moreover, it will be equipped with a touch screen panel and a four-way footswitch for more intuitive control. Both versions of the INTEGO will be available with hanging hoses or whip arms in a variety colours to fit different practice environments. Emphasis was also on improved ergonomics with the unit featuring a thinner backrest, more comfortable upholstery, and flexible height adjustment.

The units are going to sell between €15,000 and €25,000, depending on the specific configuration—significantly less when compared to some of the company’s current flagships which sell for up to €30,000. However, Petersohn made an assurance that the lower price tag does not mean a compromise in the quality the company is known for around the globe.

“We are proud to still be able to offer a product which is a hundred per cent made in Germany but for which we were able to significantly reduce production costs,” he said.

While the BASIC version of the INTEGO is scheduled to launch in July, the PRO version is anticipated to follow later this year. However, it will take at least until the next IDS in Cologne before registration is received in all target regions and for it to be available in all markets, Petersohn added. Asked about the company’s existing dental chair portfolio comprising four major brands, of which the latest was launched only four years ago, he assured that all will continue to stay for the time being.

“We will let the market decide what the future of each unit will look like,” he said.

Roland DG reorganises in Asia Pacific

Marc Margetts (DTI/Photo courtesy of Roland DG, Japan)

SYDNEY, Australia/HAMAMATSU, Japan: As part of its global restructuring plans, Roland DG has recently made public leadership changes for several of its Asia Pacific operations. Beginning this month, Marc Margetts, currently CEO of Roland DG Australia, will take over the leadership position as President of the company for East Asia Sales Michael Man as President of the Roland DG (China) Corporation in Shanghai.

According to the company, the restructuring, which is part of its Global One reorganisation efforts that began last year, are intended to strengthen its leadership position in one of the fastest-growing regions in the world.

In addition to its headquarters in Japan and its offices in Australia and China, Roland DG currently maintains direct business operations in South Korea and Taiwan. It also operates through dealers in markets like India and Hong Kong.

A provider of digital solutions for a variety of industries, the company manufactures and distributes mills for the production of dental prostheses, including crowns, bridges and abutments, under its DWX brand. In Australia, it recently opened a new 5-D and dental creative centre in Sydney that offers live demonstrations, as well as interactive training sessions and seminars, to dental professionals.