They are doing business the American way

Trident is not quite as American as apple pie — try apple and kiwifruit pie. This little company from Down Under has from the beginning embraced the American way. Founder Dr. Simon McDonald drew his inspiration from American dental and business leaders and lists companies like Apple and Google as his models. When McDonald took his first dental invention, the Tri-Clip, to market in 2001, he instinctively launched it in the United States. And when initial sales were disappointing, it was advice from American colleagues that got him back on his feet.

Committed to the U.S. market, he persevered, developed new products and strategies and has hardly looked back.

“We just wouldn’t be where we are without the U.S.,” McDonald says. “American dentists are open minded and have a receptiveness to change that makes them the leaders they are. They are willing to help and share their knowledge and experience. That makes them our customers and our friends.”

Today Trident Corporation is a United States company, with fulfillment houses on the East and West coasts that have delivery times of just three days to anywhere in America. A Trident booth will be found at just about every U.S. trade show and Trident representatives are present at many C.E. events across the nation.

Group headquarters are still based in the small town of Katikati in New Zealand’s beautiful Bay of Plenty, but from there Trident stands on the world stage as a designer and manufacturer. Three of Trident’s roots are with precious metals, and the overwhelming major ity of our product line is, in fact, recyclable so this was a natural fit for us.” Thus, Medidenta is currently offering some new services.

Refrining precious metal scrap. Medidenta can now smelt and assay scrap to determine the precious metal content, and pay the dental professional the highest dollar amount within a week. As a bonus, the practitioner will receive valuable discount coupons for other products listed in the Medidenta catalog.

In-office amalgam separator. The BOSS Amalgam Separator offers up to three years of safety, convenience, simplicity and environmental compliance for the ultimate protection for the entire dental office.

Dental waste. Dental offices can no longer afford to dispose of metal and waste. This service offers a profit center for the entire staff because every ounce that is processed generates instant cash!

Medidenta is the home for direct pricing and huge incentives. Take advantage of Medidenta’s refining services and qualify for a bonus 10 percent off products, including current incentive programs available at www.medidenta.com.

The company wants your www.medidenta.com experience to be rewarding and pleasant. The Web site allows you to explore in more detail the new refining and recycling services and browse the general product catalog filled with time-saving, cost-effective products used in your everyday practice. You can browse the Web site 24/7, and the company looks forward to serving all your needs today, tomorrow and well into the future.

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With 65 plus years and counting, the company Medidenta has truly with stood the test of time and earned the trust of dental professionals around the world. The company has recently acquired a precious metal refining and waste disposal operation, which will now provide the entire dental community a service that will be unsurpassed in integrity and value, bar none.

Since 1944, Medidenta has morphed into a boutique of dental products where it dares to be different. Some of its products from the 1940s included copper bands, pre-fabricated jacket crowns and posts that sold for 15 cents each. And yes, the original product line even included Karat, a pure gold filling material, not to mention genuine silver points for root canal obturation, which in fact was the endodontic standard of care in the “40s and 50s.

Some of these items can be viewed on the “Nostalgia” section on the company’s Web site, www.medidenta.com. Medidenta’s product line has been synonymous with value because of “direct to the dentist” pricing. The company’s most significant breakthrough came in 1969 when Medidenta introduced the Giromatic®, the first automated device for root canal therapy; however, its start was with precious metals used in dental appliances and root canal therapy. In July 2007, Robert Achtziger, an employee of Medidenta since 1975, became the sole owner, president and CEO. He has implemented many changes, from streamlining and improving customer service to increasing the research and development budget, which will result in some major dental product introductions in the coming months. Through personal hobbies and friends, Achtziger has developed a deep-rooted commitment to environmental issues facing our world.

“Precious metals are a natural resource of our Earth. Our planet has indeed experienced significant advances in technology, but not without a price because our environment is exhausting and neglecting its natural resources, and this will take an effort by all to save and conserve our natural resources for future generations,” Achtziger said.

While some corporations have only just begun to initiate conservation and recycling procedures, Medidenta has already integrated these measures in its daily business operations, knowing it’s extremely desirable to implement environmentally conscious changes within the dental community it has served since 1946.

As mentioned, Medidenta is announcing it has acquired a refining and waste disposal operation that will now be integrated into Medidenta’s respected product and service line. This division will encourage recycling and create initiatives, internally and externally, that are kinder to the environment and enable dental offices to earn top dollar on precious metal scraps that are refined and recycled.

When Achtziger was asked, “Why refining and precious metals and recycling?” his response was, “Some of Medidenta’s roots are with precious metals, and the overwhelming majority of our product line is, in fact, recyclable so this was a natural fit for us.” Thus, Medidenta is currently offering some new services.

Refrining precious metal scrap. Medidenta can now smelt and assay scrap to determine the precious metal content, and pay the dental professional the highest dollar amount within a week. As a bonus, the practitioner will receive valuable discount coupons for other products listed in the Medidenta catalog.

In-office amalgam separator. The BOSS Amalgam Separator offers up to three years of safety, convenience, simplicity and environmental compliance for the ultimate protection for the entire dental office.

Dental waste. Dental offices can now forget about expensive long-term contracts for disposal of dental waste. The company’s Sharps PLSS system is very easy: Fill it. Seal it. Ship it! Everything is included, including the tape, at a substantial savings.

In an era of financial uncertainty and mistrust of public conglomerates, dental professionals have a trusted name like Medidenta. This family-run company that has served the profession for more than 65 years can now recycle products and facilitate their scrap and waste. This service offers a profit center for the entire staff because even old jewelry can be turned into instant cash!

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Portland, OR  March 5-6
Fort Myers, FL  March 19-20
Sarasota, FL  March 26-27
Austin, TX  April 2-3
Washington D.C.  April 30- May 1
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Sectional Matrix System, the Triotray
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function.
McDonald’s big breakthrough was
the V-Ring Sectional Matrix System.
The Triodent system, now in its V3 ver-
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and is currently the matrix system
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ferred — in fact, raved about — system
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