Partnership creates bigger C.E. footprint

Dental Hub and xpAPce share content, reach more dental professionals online

xpAPce, a fast-growing online dental C.E. company, has entered into a strategic partnership with Dental Hub, which is part of Medical Health Imaging. Dental Hub offers the complete xpAPce library of online courses to its 30,000 monthly visitors. These courses cover a vast range of topics, including talks on sleep apnea, pain control, periodontics, bone grafting, ceramics, traumatic injuries to children and more. To view up-to-date course listings visit [www.dental.healthimaginghub.com/continuing-education.html](http://www.dental.healthimaginghub.com/continuing-education.html).

Dental Hub is an informational dental website guided by Dr. Jeff Burgess. The site includes up-to-date articles on dental health, technology, teledentistry and dental implants. In addition to being editor-in-chief at Dental Hub, Burgess will become an xpAPce academic advisor and scholar, presenting lectures in oral medicine.

Managing director named

Bill Martin has joined xpAPce and XPsquared to manage operations. He brings with him more than 15 years of experience in management and business development within the educational and private sectors. He has already guided another start-up in the education sector to profitable growth.

Martin’s past experiences include a role at the U.S. Council for International Business, which is a leading public policy organization for Fortune 500 companies. There, Martin oversaw all sales, marketing and communication functions. Under his leadership, revenues grew by 18 percent. His earlier corporate experiences included leadership positions at firms such as Thomson Reuters, JP Morgan Chase and American Express.

Martin graduated cum laude with a bachelor’s degree from Cornell and an MBA from the Wharton School, University of Pennsylvania.

What is xpAPce?

The company name “xpAPce” is an abbreviation that stands for eXPert APproved Continuing Education. An innovator in dental continuing education, xpAPce offers CERP-approved online C.E. courses, in alignment with its mission to enhance patient outcomes, reduce risk, share knowledge and exchange ideas with the world’s leading scholars on a broad range of topics. Visit at [www.xpapce.com](http://www.xpapce.com).

XPsquared: eLearning and online dental community:

xpAPce’s eLearning takes place in a unique format: an online dental community. Dental professionals can earn C.E. credit, visit vendors at their leisure, view new products, download PDFs, contact a sales rep, attend a meeting and more. Visit the Education and Vendor Hall for a list of scholars and courses — and to see the vendors that have booths inside the community.

For information about becoming a vendor, contact info@xpsquared.com. For a snapshot of both of the organization’s websites, visit www.xpsquared.com, where all courses and vendors are listed.

Courses also are available live and on demand on the Dental Tribune Study Club website, www.dtstudyclub.com

(Sources: xpAPce, XPsquared and Dental Tribune Study Club)
Kuraray renames one composite product and launches a new one

New premium composite covers all 15 classical shades

Intuitive single-shade matching
Clearfil™ Majesty Esthetic is now Clearfil Majesty ES-2 Classic. This intuitive product is the only composite with VITA-approved shades, and it enables shade matching with a single shade. Kuraray reports that its pioneering light diffusion, or LD technology, creates restorations that are virtually invisible, making shade matching simple—with only a single shade.

Available in syringe or PLT (preload ed tip), Clearfil Majesty ES-2 Classic is easy to shape and polish, and can be used in either a mono- or multi-layer technique. Clearfil Majesty ES-2 Classic is available in 16 perfectly matched VITA shades, which includes specialty shades for bleaching.

Redefining composite technology
Kuraray says new-to-the-market, Clearfil Majesty ES-2 Premium is redefining composite technology. With the only VITA-approved shade concept, this new composite material covers all 15 classical shades with only five enamel and dentin shades. Kuraray reports that its proprietary light-diffusion, or LD technology, adds the finishing touch, easily blending to the color of the surrounding tooth structure.

Available in syringe or PLT (preload ed tip), Clearfil Majesty ES-2 Premium combines exceptional aesthetics and economical value, which the company says makes it perfect for any dental practice.

For more information about Clearfil Majesty ES-2 Classic, Clearfil Majesty ES-2 Premium or any other Kuraray product, visit www.kuraraydental.com, or call (800) 879-1676.

(Source: Kuraray)
Handpiece manufacturer NSK aims for global leadership

80 percent of revenues generated outside Japan

By Dental Tribune Asia Pacific

It is no secret that the years since the global financial crisis have not been very kind to companies in Japan. First, the recession slowed business investments significantly down, then the negative effects of last year’s tsunami and the massive destruction it wrought almost brought the world’s third largest economy to a halt.

For NSK, one of the country’s largest dental manufacturers, troubles in the home market are its least concern because the company conducts most of its business elsewhere. According to president and CEO Eiichi Nakanishi, with whom Dental Tribune International recently had the opportunity to speak at the company’s headquarters in Tochigi, more than 80 per cent of the company’s revenues are now generated by its operations outside of Japan.

In the last three years, NSK has been performing particularly well in mature markets such as Europe and North America, where it boosted its presence with the opening of its new headquarters near Chicago last year, despite unfavorable conditions such as high market saturation and the ongoing decline of the yen against the dollar.

Centralized distribution building market share in Asia and Europe

Since 2009, Nakanishi has also seen his company regaining market share in Asia through centralized distribution and after-sales support offered by its new subsidiary in Singapore. Another significant contributor has been NSK’s European office in Germany, which accounted for almost one third of the 22.2 billion yen (US$278 million) in sales the company reported in 2011.

That is why economic conditions in our home market have little or no impact on our overall business. We really think globally,” Nakanishi explains.

According to the 48-year-old, who has run the company since 2000, one of the major reasons for NSK’s strong market position, even in established markets, is its dedication to innovation and quality, combined with the excellent after-sales service it is able to provide to customers in almost every country except North Korea. But this hasn’t always been the case.

Long history of quality, growth

Founded in the 1930s, the company had a rough start, and operations were completely halted during World War II. The production of dental handpieces resumed in 1951, however, the company has grown extensively and now employs more than 700 people in its Japanese offices in Tochigi and Tokyo.

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Core business: Handpieces and small-motor equipment

Moving into other markets is conceivable but unlikely to happen anytime soon, Nakanishi says. Even though his company has begun to enter new areas in the past decade with the launch of instruments such as ultrasonic scalers and polishers, and is now distributed alongside systems by major implant manufacturers. NSK asserts it pays close attention to the needs of its customers, a philosophy that has resulted in products such as the S-max pico, which was developed solely for the treatment of patients with smaller mouths, such as children.

NSK continues to produce the vast majority of its products’ precision parts in-house, which, according to Nakanishi, is one of the main reasons that dentists now identify the company with high-quality products. “We employ many good engineers and marketing people who help us to constantly improve our brand and make it more attractive to dentists,” he says.

One of NSK’s recent innovations, launched at last year’s IDS in Cologne, Germany, for example, is the Ti-Max Z series, a durable premium handpiece that is claimed to have the smallest heads and necks in the sector, as well as an exceptionally low noise level and virtually no vibration. The Surgic Pro surgical micromotor has also received much interest, particularly by dental implant surgeons, and is now distributed alongside systems by major implant manufacturers. NSK asserts it pays close attention to the needs of its customers, a philosophy that has resulted in products such as the S-max pico, which was developed solely for the treatment of patients with smaller mouths, such as children.

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BIOLASE, a leading dental laser manufacturer and distributor — and distributor of NewTom and jShape TRIOS technologies in North America — will showcase its full line of award-winning laser systems, 3-D cone-beam devices and digital intraoral scanning technology at all major and regional 2013 trade events, beginning with Yankee Dental Congress in late January.

The company will feature the products in its new Total Technology Pavilion, a large space with functioning equipment to allow hands-on demonstrations and discussion of the full range of applications. The pavilion also features an overview presentation of the total technology concept, along with brief presentations by practicing dentists who have deployed such technologies in their practices.

“We are proud to present the Total Technology Pavilion at the Yankee Dental Congress and beyond,” said John Bernhard, director of marketing at BIOLASE. “It represents the collective effort of multiple teams to create an environment where dental professionals can spend time with ground-breaking technologies to gain an understanding of their applications in the dental clinic.”

**EPIC standard set for diode lasers**

New to the Total Technology Pavilion this year is the EPIC Total Diode Solution, the newest laser from BIOLASE. It’s described as being packed with one category-exclusively feature after another, setting a new standard in diode laser performance and value. A graphical touchscreen gives dentists fingertip access to as many as 20 common soft-tissue procedure presets — plus 20-minute full-mouth whitening and FDA-cleared temporary pain relief. Additionally, EPIC can be a financial boon for many practices because of its integrated, FDA-cleared protocols for laser hygiene and periop as an adjunct to scaling and root planning. Plus, a new ComfortPulse setting reduces pulse length to as little as one-tenth-millionth of a second to avoid heat build-up at the surgical site — for fast tissue cutting with less patient discomfort.

**jShape TRIOS digital scanner, full range of WaterLase all-tissue lasers**

Another addition to the Technology Pavilion is the jShape TRIOS digital intraoral scanner system. The TRIOS digital solution, which includes a hand-held scanner, operator’s control cart and intuitive software, provides faster impression taking, improved accuracy and clinical results, reduced need for retakes and less adjustment and grinding. TRIOS’ unique features include: spray-free scanning; high accuracy optimized for an extensive range of indications; clinical scan validation; online communication with the dental lab; and intuitive Smart-Touch user interfacing.

**VOCO describes the recently launched GrandioSO® Inlay System as the first chairside inlay system of its kind. The all-in-one solution kit offers all the matching components to fabricate 15 indirect composite inlays in one appointment.**

All components in the kit are optimally matched and make it possible to extraorally fabricate inlays in just one appointment. In addition to tried-and-true award-winning products GrandioSO, Futurabond DC, Bifix QM and Dimanto, the kit has a new, specially developed VPS Die Silicone for fabrication of model teeth in 30 seconds.

The VPS Die Silicone is a high-definition material with high final hardness. Using conventional techniques, it produces realistic models that are ideal for use in the fabrication of inlays or temporaries. The composite inlay is created extraorally, according to the principles applying to the placement of fillings, and the restoration is then cemented into the cavity with Futurabond DC and Bifix Q. The patient is then treated with a high-quality composite inlay in just one appointment.

Contact VOCO at (888) 658-3584 or by email at info@voco.com. Visit online at www.vocoamerica.com; earn free C.E. credit on education site www.vocolearning.com.

(Source: VOCO America)