**INDUSTRY NEWS**

**Family-owned Flow Dental adds to its digital imaging product line**

By Flow Dental Staff

Conversion from film to digital takes many forms. It’s not just the dental office that is moving from film to digital imaging. Flow Dental, long a leading manufacturer of dental film and film accessories, has also transformed its product portfolio to include unique products essential to every dental practice that has gone digital.

We determined that our relevancy in a digital world would hinge on our ability to provide dentists with accessories that improve sensor or PSP (phosphor storage plate) usage and storage to procedures workflow, ... no pun intended,” said Bill Winters, president of Flow Dental. “Dentists have really responded to our digital products. That’s because the added value we put into each product. They don’t buy our products based on price, they buy based on the benefits to their practice.

Take the PSP market. Today, one out of every eight phosphor plate users relies on Flow’s Safe’n’Sure line of PSP envelope. Safe’n’Sure’s three product styles each offer elegant time-saving solutions to enhance throughput and productivity, while helping to extend the life and usage of the phosphor plates.

A great example of this is Flow’s Safe’n’Sure OPT style (Fig. 1). These PSP covers are designed for plates that include magnets, which account for about 25 percent of the market. Unlike any other product, Flow pre-loads the cardboard insert halfway into the PSP envelope. Not only does this remove a time-consuming step, but it also assures that the plate can never be loaded incorrectly (because the magnet on the plate must line up with the cut-out on the cardboard insert). To enhance removal of the plate, the OPT has a unique butterfly seam. This allows the user to easily remove the plate, with touching it — thus prolonging and preserving the longevity of the plates.

Flow’s Deluxe Safe’n’Sure line was recently featured in a review by Clinical Research Associates. More than 75 percent of dentists who reviewed Flow’s Deluxe Safe’n’Sure would recommend it to their peers.

In the sensor area, Flow distinguishes itself with its new Smuggles, an adjustable sensor sleeve. Smuggles enables the user to cinch-tight the sleeve around the sensor, regardless of sensor size or thickness. This means the operator no longer must twist the sleeve around the sensor cable to keep it in place. These type of details help office productivity and reduce expensive sensor repairs or replacements.

Other sensor accessories include the Sensible’s adjustable sensor positioner (Figs 2A-2B), which enables the user to move from an anterior to a posterior sensor, whether horizontally or vertically placed. It’s the only sensor positioner that can do all this.

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