With sales growing at an annual rate of 12 to 14 per cent, privately held dental manufacturer A-dec is poised to broaden its product line to serve clinicians’ more sophisticated needs.

‘Our products are helping dentists upgrade their practices and integrate new technologies,’ says Scott Parrish, the company’s president. ‘We continue to bring new products and value to the market.’

A-dec posted strong growth in 2004 and 2006, some sluggishness in 2005. Roughly three-quarters of the company’s sales remain in the domestic market, but international sales are growing rapidly and already account for a quarter of A-dec’s business.

‘All of our businesses grew well last year,’ Parrish says. ‘The international market grew especially rapidly. The weakness of the dollar helped us.’

The company’s growth is also being driven by general practitioners branching into more specialised areas of dentistry, requiring them to upgrade their offices and buy equipment that is more versatile and advanced.

During the Chicago Midwinter Meeting, A-dec launched its new color palette and interactive color selection tools to help dentists select color combinations for their offices. The Newberg, Oregon-based company has also launched its ICV vacuum-line cleaning system. ICV can be integrated into most treatment room cabinetry. It helps dental office staff purge saliva ejectors and HVE vacuum lines.

In addition to targeting the regular dental market, A-dec has a strong presence in dental schools throughout the country. ‘The educational market is strategic for us,’ Parrish says. ‘We like to work closely with colleges and universities. We consider it a partnership.’

The company also emphasises charities as a way of making dental care as available as possible, as well as increasing visibility for dentistry. Charities that A-dec has contributed to include Christina’s Smile, the American Dental Association’s Give Kids A Smile program, Northwest Medical Teams, Portable Dental Equipment Through Rotary, the Smiles Foundation (Canada), the National Foundation of Dentistry for the Handicapped, and Oral Health America.