

# Product news

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## STATE OF THE ART CUSTOMER EXPERIENCE CENTRE AND HEAD OFFICE OPENS

Situated just outside Coventry and within the spectacular Ricoh Arena – home to the Wasps, Europe’s most progressive rugby club – Planmeca welcomed their new distribution partners and esteemed guests to officially open a new customer experience centre and UK headquarters.

event, but wished the local team and distribution partners well for the future.

Via their new and expanded distributor network, alongside a world class product portfolio and innovative mobile showroom, Planmeca are now well positioned across the UK and Ireland. Any dentist or DCP

wanting to experience Planmeca’s innovative digital workflow now has that opportunity through multiple channels and in multiple environments.

The new customer experience centre features a dedicated CAD/CAM training zone alongside a full range of 3D imaging machines showcasing the latest in imaging technology. The showroom also includes Planmeca’s range of digital dental units, all combined through the comprehensive and modular Romexis software. The showroom can be easily transformed into a small conference and event facility

capable of hosting courses for up to 40 delegates.

The showroom is equipped with the latest technology to ensure seamless presentations with full HD LED projectors and multi speaker surround sound installed, ensuring a seamless experience for both presenters and delegates. There are a number of meeting rooms available, all of which are equally fitted out with the latest conference technology and catering is available from the Ricoh Arena in-house hospitality team. If you have need for a high quality Midlands lecture and events facility, give them a call.

To view the complete range of Planmeca digital solutions at their NEW customer experience centre, call 0500 500 686 or alternatively email [marketing@planmeca.com](mailto:marketing@planmeca.com).

The showroom was opened by Tuomas Lokki, Planmeca Group Senior Vice President and Karl O’Higgins Managing Director of Planmeca UK.

Tuomas said: ‘This is a new era for Planmeca UK and our new home is one of the most important foundations from which success can be built upon. This new facility offers the perfect environment to discover our range of digital imaging solutions, world class CAD/CAM system and our range of highly innovative digital dental units.’

Karl echoed Tuomas’s comments by saying that the stunning facility is testament to Heikki Kyöstil’s vision for Planmeca UK to be an integral part of Planmeca’s global success – Mr Kyöstil is founder and president of the Planmeca Group, who unfortunately could not be present for the



## EXPLORING THE WORLD OF SCIENCE IN ORAL HEALTH

### FUTURE NOW

A World of Science in Oral Health

A unique digital content partnership is set to raise awareness of the role of science in oral care and how technology can promise a bright future for patients

Sensodyne, manufactured by GSK Consumer Healthcare, has announced a partnership with Discovery Network to develop a global digital content series. *Future Now* is a four-part series of short documentaries exploring how technology and science are impacting on healthcare, particularly oral health. The thought provoking content is available to view now at <http://www.discoveryuk.com/future-now>.

Topics in the series include repairing the human body and the role of Bioglass technologies, how the technology developed for space exploration is giving insight into the oral environment and how modern lifestyles are impacting on our bodies. The series takes us back in time, considers current challenges and looks at how technology could help offer patients a brighter future.

‘Sensodyne has been dedicated to helping people care for their sensitive teeth for over 50 years with its range of science based products’, says Dr Teresa Layer, VP Oral Health Research & Development GSK.

Videos will be available online for patients and professionals to view until December 2015.

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