

Please send trade news information and illustrations to Kate Craig at the BDJ, 64 Wimpole Street, London W1G 8YS.

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Web wise

Control is everything when it comes to running a business and now Web Nemesis claims dentists can have total control of their websites. Web Nemesis software helps practices to rethink current websites or create sites which truly represent their company.

Using concepts familiar to users of Microsoft Word, Web Nemesis' mobile representatives can show staff how to create and update their site by adding links, graphics and further pages. As a safety net, Web Nemesis offer remote assistance should users have difficulties.

Contact Web Nemesis on 0845 143 1001.

Reader response number: 052

Swing into action with Denplan

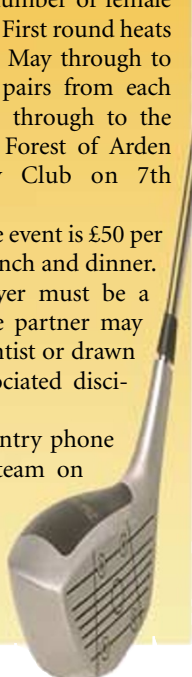
Denplan has thrown down the gauntlet for this year's golf competition with the popular Challenge Pairs Competition.

This year's competition looks like being a best seller with six regional heats taking place. Denplan are keen to encourage a greater number of female players to participate. First round heats are taking place from May through to June. The top three pairs from each regional heat will go through to the final at the Marriott Forest of Arden Hotel and Country Club on 7th September.

The entry fee for the event is £50 per player and includes lunch and dinner. The first named player must be a Denplan client whose partner may be a non-member dentist or drawn from any of the associated disciplines.

For conditions of entry phone the Denplan events team on 0800 169 5697.

Reader response number: 053



Recruit and win



In the wake of No Smoking Day, the Health Promotion Division of the National Assembly for Wales is appealing to dental practice staff to assist patients who want to kick the habit by recruiting them to its Quit And Win Challenge.

The Wales Quit And Win Challenge 2001 is a three month campaign to help smokers who want to quit by offering them advice, support and an extra incentive in the form of attractive prizes. Prizes include a Daihatsu Plus car. Staff at Swansea's Belgrave Dental Centre (pictured) recently recruited three patients in one week.

The Assembly's Health Promotion Division is offering an incentive for recruiters. Those who successfully recruit five or more smokers to the challenge will be entered into a prize draw to win a weekend break for six.

Reader response number:

051

Subscription service saves time and money

Using especially created software to source the best deals in dental consumables, Dental Savings Accounts Ltd offers dentists a unique subscription service guaranteed to save them time and money.

Launched in January by Dr Lesley Trivett, a Leicester-based GDP with 21 years' experience of ordering dental consumables, this innovative new service guarantees savings of between 15 and 35 per cent on catalogue prices. The dentist or nurse no longer has to trawl through catalogues for best prices, they simply identify what stock they require and DSA does the rest.

DSA guarantees that the minimal annual subscription charges (£225 for a single surgery, £300 for two dentists and £350 for three dentists plus) are recouped within the year and that on top of this substantial savings on consumables are also enjoyed.

Reader response number:

054

A Kodak moment

Henry Schein's 2001 catalogue offers a wide selection of radiography equipment from leading manufacturers as well as an extensive range of accessories and sundries. A new addition to the choice of dental x-ray films for 2001 is the Kodak Insight Dental Film.

The Kodak Insight Dental Film is a high-quality dental x-ray film appropriate for all intra-oral examinations and is compatible with all types of existing equipment used in the radiographic imaging chain.



Patients' exposure to radiation is cut by 60 per cent when using Kodak Insight Dental Film as opposed to a D speed class film. The improved image quality of the film makes a more precise diagnosis possible and fewer repeat x-rays are needed due to Insight's greater stability during processing. For full details call 08700 102043.

Reader response number:

055

Diagnodent for less

For a limited period, KaVo are offering ex-demonstration models of the KaVo Diagnodent caries detector at a 40 per cent reduction for only £750 plus VAT. The special offer includes three new Diagnodent tips.

The stock is being cleared to make way for a new model of Diagnodent featuring a simplified calibration procedure. KaVo claims Diagnodent is invaluable due to its ability to detect unseen caries and to monitor its progression.

For further information and the opportunity to arrange a demonstration call Kimberley Wells at KaVo on Freephone 0800 281 020.

Reader response number:
056



See to it with Sirona

C2+ is Sirona's latest treatment centre. Fully upgradeable, it offers a range of technical options and ergonomic features, including an adjustable dentist's element and a built-in disinfection system.

The handpieces are arranged at a convenient angle to ensure optimum and safe handling and the optional intraoral camera slots into the dentist element like a conventional handpiece for ease of use. The layout and colour coding of the control keys are self-explanatory, with the keys for chair adjustment and programs, as well as handpiece functions and speeds arranged in separate blocks. Everything is ergonomically arranged for the dentist's convenience and smooth treatment procedures.

The C2+ is designed with the patented Sirona 'ErgoMotion' system which synchronises the movements of the backrest and the seat so that they follow the natural anatomical movements of the body. Sirona claims this helps the patient feel comfortable and unconstrained when the chair is repositioned.

Sirona claims that these ergonomic features, combined with the possibilities to upgrade the C2+ in the future — such as the possibility of making it into a fully featured multimedia treatment centre — make this treatment centre one that is entirely tailored to the needs of the individual dentist to provide a pleasant working environment.

For more information, contact Minerva Dental Ltd on 02920 490 504 or Sident Dental Systems on 0870 240 1962

Reader response number: **057**

It's Novo too late for Heraeus Kulzer

Leading dental brands such as Provil Novo, Charisma and Carpule needles feature in Heraeus Kulzer's biggest ever UK corporate promotional campaign.

The initiative follows a survey of British dentists which found that many clinicians did not realise that the brands are made by the same company.

Heraeus Kulzer Managing Director Mike Joy is pictured (left) discussing the company's latest dental brand promotional campaign with the new marketing manager, Peter Higginbotham (centre) and his predecessor Ken McIness.

Reader response number:



058