

NEWS & NOTES

showcase

Please send trade news information and illustrations to Kate Craig at the BDJ, 64 Wimpole Street, London W1G 8YS. This issue the trade focus is the **International Dental Showcase**.

Trade news is supplied as a service to the reader and does not imply endorsement by the BDJ. Normal and prudent research should be exercised before purchase of use of any product mentioned.

Head start with Arthur



Team Management Systems claims Arthur for Windows is the UK's most popular dental software system.

TMS are providing a special 'Get Started With Arthur' deal especially for Dental Showcase. The offer comprises Arthur's practice management module, support and hardware.

TMS is offering three years interest free credit on this special deal, with an initial deposit of £822.20 plus VAT and 36 monthly payments of £91.36 plus VAT.

Visit stand N14 or call 01296 616 600.

Reader response number: 058

Henry Schein

Henry Schein will be exhibiting a range of products, innovations and futuristic cabinetry as well as the 12 finalists' drawings from the *Keeping My Teeth Clean* drawing competition on Stand G12.

Dental equipment on show will include the Fedesa and Kavo Estetica chair units and a wide choice of digital imaging equipment and cabinetry. There will also be a range of small equipment for visitors to try, including the new KaVo Rondoflex 2013 integrated air abrasion unit and the new GC e-light.

There will also be hands on demonstrations of the Henry Schein Own Brand of products on the stand.

Reader response number: 059



International Dental Showcase 2001

The International Dental Showcase is to take place in Halls 17, 18 and 19 of the NEC, Birmingham from October 18-20 2001.

The show is organised by the British Dental Trade Association and will feature the latest equipment, materials and services available to dentistry.

The NEC is situated just off junction 6 of the M42, or is accessible from junction 4 of the M6. Central London is just 80 minutes away from Birmingham by rail, and trains run to Birmingham International Station from Coventry and London Euston every half hour. There are also frequent local trains from Birmingham New Street Station.

Opening hours for the show are as follows:

Thursday 18 October 2001: 10am – 6pm

Friday 19 October 2001: 10am – 6pm

Saturday 20 October 2001: 10am – 5pm

A selection of companies exhibiting at the show is provided over the next eight pages.

Pictured: Gas Street, Birmingham.

Trophy time

Trophy Radiologie has two special offers for Dental Showcase, the RVGui + STV Pro and Orthoslice 500/1000 + Digipan.

The RVG ultimate imaging sensor was first presented at the IDS exhibition in Germany in 1999. The sensor combines high resolution imaging with maximum reduction in X-ray doses. Trophy will be presenting the new RVG Mac versions at the show.

The Digipan system, based on the same technology as the RVG (CCD plus optical fibre) replaces the film cassette with ease, thanks to its dual mode. For those who wish to go digital with Trophy, in most cases Digipan can be adapted to a range of panoramic units without need for modification.

Digipan is compatible with Trophy Orthoslice OS1000 and Trophy Orthoslice OS500 among other systems.

Visit Trophy on stand H06.

Reader response number: 060

Express delivery

Mail order dental supplier Kent Express markets an extensive range of dental sundries, small equipment and practice clothing.

Kent Express is offering special deals on a range of dental sundries at the Showcase, including Hejco clothing. Changing facilities will be provided for those wishing to try the uniforms. It will also be possible to trial Alkapharm Klin-up dermal hand gel on the stand.

Kent Express will also be launching a competition with over 20 possible prizes at the show. Visit stand F03.

Reader response number: 061



Get on the Redbus

Redbus CPD has combined the full screen experience of television-on-demand with the interactivity and data collection of the internet to provide television quality CPD programmes for the PC.

Keep-up-to-date.tv is to be launch-ed at Dental Showcase.

Keep-up-to-date.tv provides instantly certifiable CPD for all dental professionals and is divided into seven unique CPD segments:

- Interactive CPD programme in partnership with the Eastman Dental Institute.
- Patients programmes supported by the BDHE.
- Event programmes produced in association with the *British Dental Journal*.
- Professional management programmes.
- Innovation programmes.
- A professionally moderated forum.
- Automatically updated electronic personal development record.

Visit stand KO6 to find out more, or phone 020 8346 5511.

Reader response number:

062



keep-up-to-date.tv

Septodont solutions on show

Deprocco UK is presenting a wide range of its Septodont products at Dental Showcase. The Septodont stand will feature:

- Safety Plus XL: The BDA accredited single use syringe.
- Septoject XL: The syringe needle engineered with a larger bore to provide the patient with a kinder, gentler injection.
- Septanest: The Articaine based injectable cartridge anaesthetic.
- Isodan: A formulation to eliminate the problem of sensitive teeth.
- Securalloy: Septodont's low mercury, non gamma two capsuled amalgam.

Visit the Septodont team at stand F08.

Reader response number:

063



Right, left and right again with Tridac

Tridac Dental Equipment, the British manufacturer of dental units and accessories, will be exhibiting a selection of systems designed to cater for different styles of dental treatment at this year's Dental Showcase.

Among these, the Tridac Contour Equipment package will be displayed in its ambidextrous format, to demonstrate its versatility for both right or left handed users.

Tridac are also the sole UK distributor for the Tecnodent range of dental chairs and stools, including the ECO19 chair used in the Contour systems.

All of the chairs and Contour packages can be supplied with units in either cart, cabinet or chair mounted format to suit individual dentist preferences.

Visit Stand S14 for further information.

Reader response number:

064



Meeting of the minds for Metalor and marz-roi



Information on Metalor's new and old products will be available at the Metalor stand at this year's Dental Showcase, including the Metalor IKAM, alloy ranges, style press, style post and style ceram. The show is Metalor's first chance to promote its new corporate identity with a raft of newly available products.

Metalor has partnered with marz-roi in its stand design because both companies have similar philosophies in providing complete solutions within dentistry. Marz-roi has spent more than three years developing a total surgery system specifically for the dental profession.

Unlike many furniture-only companies, marz-roi offers consultation and planning along with considered ergonomic principles, patient-friendly and stylish design and a desire to promote best practice.

Stand P10 aims to emphasise the importance of building partnerships throughout dentistry.
Reader response number: 065

Coffee from KaVo

KaVo will be showing its range of turbines, slow-speeds and specialist handpieces at a purpose-designed 'hands-on' demonstration booth at the Dental Showcase.

A wide range of dental units will be featured on the stand complemented by specific cabinetry packages. The new ambidextrous KaVo Status 1080 surgery system and the KaVo Estetica 1066 surgery system will be featured together with the latest developments in surgery multimedia technology.

KaVo will also be showing several new products including KaVo Rondoflex, KaVo Sonicflex, KaVo Ergocam III and KaVo Prophyflex 3.

KaVo staff will be pleased to offer advice, set up demonstrations and provide refreshments in the Café Bar on stand M04.

Reader response number: 066

Takara Belmont

Takara Belmont's dental chairs, units and x-ray equipment will be on display on stand R05.

The Voyager-II L dental system features

advanced ergonomics and will be on display at the show alongside the SP-Cleo, described as a top of the range surgery package with a versatile delivery system.

Takara Belmont aims to inspire confidence with its products, creating a well-balanced work environment.

Reader response number: 067

Come to see Kerr

Kerr will be displaying its new temporary gingival retraction system Expasyl alongside its triple-fluted, nickel titanium endodontic file system K3 at the show.

Kerr claims that with Expasyl it is possible to retract the marginal gingiva from the tooth without causing damage to the epithelial attachment, eliminating the risk of bleeding.

The K3 is designed to cut quickly and safely. A team of experts will be on hand to answer questions at the show.

Phone 01733 260 998 or visit stand F09 for further information.



Reader response number: 068

Up, up and away with Practice Plan

Up, up and away is the theme for Practice Plan at this year's Dental Showcase.

"The only way is up," says Jan Tinsley, marketing director. In keeping with the theme, all visitors to the Practice Plan stand have a chance to win a hot air balloon ride.

Practice Plan produces own branded literature for dental practices among other initiatives, to help practices retain their own identity and image. Team workshops help dental staff develop the skills required to improve patient services throughout the practice.

Visit stand H07 to find out more.

Reader response number 070



Effortless ergonomics with the SUPPORT stool

The SUPPORT stool has been redesigned to force the dentist to sit properly without having to think about it.

The seat shape rotates the pelvic crest forwards while the backrest supports the lumbar region. The spinal column is extended giving an even weight distribution.

The 'free floating' action ensures that muscle tone is maintained and assists blood circulation.

SUPPORT stool is available in over 50 colours and can be upholstered in vinyl, leather or textile.

Visit stand E07 at Dental Showcase for details, or phone 01296 581 764 for a demonstration or information pack.

Reader response number: 069

Philips Oral Care

The Sonicare range from Philips Oral Healthcare will be available at an all time low price at Showcase.

The pro series Introductory Pack comes complete with ergonomic non-slip power handle, charger bases and two sizes of interchangeable heads.

For those wishing to stock Sonicare in the practice, The Dispenser Introductory Pack is available complete with leaflet holder and plastic teeth model for demonstration.

Visit stand E14 or for details.

Reader response number: 071



Back in the saddle with Bambach

Back pain continues to be a common health hazard for dentists, who spend long periods sitting in less than comfortable conditions.

Bambach claims research has shown the least stressful position for the human spine is achieved on horseback. The Bambach Saddle Seat, designed by horsewoman Mary Gale, provides this sitting posture.

The Bambach Saddle Seat is the product of several years research, development and experimentation. Bambach claims the seat incorporates refinements and features that permit sitting for extended periods without the loss of a healthy spinal curve.

For a demonstration, visit Bambach on Stand P03 or phone 020 8532 5100 for further information.

Reader response number:

072



New initiative from Prestige Medical

The complete range of Prestige Medical autoclaves will be on display at this year's Dental Showcase as well as the new autoclave 'care for life' initiative.



Developed to offer the end user a complete autoclave support solution, the initiative aims to revolutionise customer support.

In addition, Prestige Medical will be presenting its latest range of information resources designed to offer practical advice on all the issues that relate to the autoclaving of dental handpieces and instruments.

The complete range of Prestige Medical autoclaves will be on display including the established Century 2 range.

Visit stand B10 for further information.

Reader response number:

073

W & H

W&H, manufacturer of dental and surgical instruments, hygienic and dental laboratory units, will be exhibiting at stand J02.

W&H will be demonstrating a large number of products including Synea HS and Synea LS handpieces and the new range of surgical instruments. The newly launched vacuum autoclave — the Lisa MB17 — will be on show along with the Assistina Hygiene and Maintenance Unit.

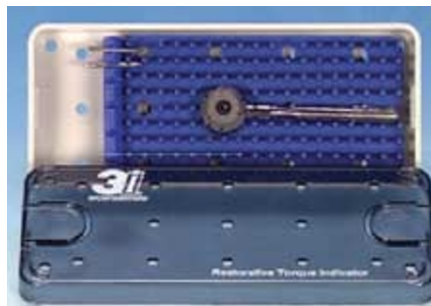


W&H has also launched Rental Plus, an 'all inclusive' instrument rental scheme designed to meet the increasing needs of dental practitioners. The scheme aims to help practitioners with their financial planning and to help ensure effective maintenance of their equipment.

Visitors to the stand will also find out about W&H's 10th anniversary competition, giving them the opportunity to win a car.

Reader response number:

074



3i innovations

3i Implant Innovations, manufacturer and marketer of oral reconstructive products including the Osseotite range, will have a team of specialists on hand at stand E12 to advise customers of the benefits of the Practice Builder Programme.

Representatives will demonstrate how easy it is to make implants accessible to all patients and how simple it is to restore 3i implants.

Visitors can also enter 3i's free prize draw to win a restorative kit worth £480. 3i are also offering free places on their 3i educational courses.

Reader response number:

075



Panadent promotion

Panadent has announced its Autumn promotion featuring a free-of-charge Lazy-Phone Holder with all promotional offers. The offer is available with the following lines from Panadent's range:

Endodontics:

- Thomas Endodontic instruments including the new NiTi Helixfiles, Rusnon, Panadent Gutta Percha and Paper Points and Rapid Developer/Fixer.

Restorative/Aesthetic Dentistry:

- Panasil addition cure material, Futar D occlusion, Zerosil, Midas Hand Instruments, Metal cutting/Cavity prepping/ Finishing bur kits from D + Z, I-Vtro Glass ionomer bioactive restorative, Bio Art 4000 GKT 4000 Professional articulator, Vitapan 3D-Master.

Visit Panadent on Stand S04 at the Dental Showcase, or phone 01689 881 788.

Reader response number: **076**

Special offers from smile-on.com

Dental website smile-on.com has two special offers at Showcase:

- Smile-on's CPD online will be available for £299, down from £435 (inc VAT).
- Smile-on offers to build active websites with automatically updated monthly patient news, education and information to help patients for £495 plus £25 per month (+ VAT).

Smile-on is described as a website community where dentists can undertake continuing professional development, obtain online consultation and support with the facility to set up a website and e-mail for dental practices, keep up-to-date with dental news and features and buy dental supplies online.

Smile-on.com also features recruitment, classified and leisure sections. The company recently developed a training package tailored for use by Oasis dental practices around the country.

Visit smile-on at Stand E02 or log onto the website at www.smile-on.com.

Reader response number: **079**

Dental Health Boutique

Dental Health Boutique (DHB) will be exhibiting its range of oral care products at this year's Dental Showcase.

Dental Health Boutique stocks products from all leading manufacturers including both manual and electric toothbrushes, dental floss, toothpaste, mouth rinses and a wide selection of interdental products including their own brand.

DHB will also be exhibiting items from its current Smilemakers catalogue — featuring a selection of motivational stickers and toys.

New to the exhibition this year is the Bubblegum range of children's toothbrushes.

Bubblegum is a range of characters popularised by Carlton Cards. There are five characters in total — Sex God, Designer Diva, Flippin' Mental, Cool Dude and Nutty Tart.

Also featured on the Dental Health Boutique stand is the Pro-Vision range of protective eyewear plus various other sundry items.

Visit stand P01 for further information.

Reader response number: **080**

See CiC for yourself at Showcase

CiC, the patient education and practice marketing program from MEDiVision, is now installed in over 1200 practices, which MediVision claims makes it the most popular system in the United Kingdom.

At the BDTA Dental Showcase 2001 exhibition in October, MEDiVision is launching version 7 of the CiC program. Version 7 will include a wide range of new animations and documents, and a completely new waiting room program as well as enhancements to the new Mouth Modeller.

Also available on Stand K11 will be the new MEDiVision StuDENT program, recently BDA approved for use as an NVQ nurses' training tool.

This unique training tool has been created by MEDiVision as an in-house assessment and learning system to help nurses understand the standards expected of them.

StuDENT is an interactive CD ROM that is fun to use and employs multiple questioning techniques to test nurses' knowledge. StuDENT has many uses, including:

- Helping dentists train nurses
- Self-assessment for dental nurses
- As a training aid for practice managers and senior nurses
- As a recruitment tool to test existing knowledge
- Use by an NVQ Assessor on assessment visits.

StuDENT also provides the dentist with feedback on any tests, with a scoring system to monitor progress. Visit Stand K11 or call MEDiVision on 01908 366607.

Reader response number: **077**

Pay Pastiche a visit

On Stand A08 Pastiche by Design will be exhibiting the complete range of Pastelli surgery clothing, including its new styles and colours.

Specifically designed to ensure ease and freedom of movement, the Pastelli range aims to offer comfort while maintaining a professional and stylish appearance. The latest collection includes designs cut specifically for ladies and men, plus a unisex line.

The complete range includes tunics and trousers in a range of styles and colours. All garments are hand-made using pure Egyptian long-fibre cotton, which Pastiche claims allows full transpiration and is comfortable to wear due its low electrostatic charge.

The Pastelli range is available in sizes ranging from extra small to extra extra large. Pastelli also offer a range of high quality hand-made Italian clogs and shoes at competitive prices.

Reader response number: **078**



Dentists' Provident Society supports Dentaïd

Dentists' Provident Society is a committed supporter of Dentaïd, the charity that seeks to improve standards of dentistry and oral health in the developing world.



Dentaïd is striving to provide dental tools of the trade to match the needs of dentists, hospitals and clinics in underdeveloped countries by supplying used, good quality equipment from dental surgeries in the West. Dentaïd also works to provide sustainable oral health training programmes that include prevention education and primary oral health care.

Dentists' Provident Society makes a substantial donation to Dentaïd to help finance the re-distribution of dental equipment.

To find out more about Dentaïd contact The Old Sawmills, Giles Lane, Landford, Salisbury, Wiltshire SP5 2BG. Phone Dentaïd on 01794 324 249 or e-mail info@dentaïd.org.

Visit Dentaïd on Stand G11.

Reader response number: 081



Making the most of magnification with Zeiss Loupes

A variety of Zeiss Loupe models will be on show on stand K04 at Dental Showcase, including the Zeiss 2x Through-the-Lens Loupe, the Zeiss Galilean G3 Loupe x3 and the Zeiss Prism K Loupe - 14 models.

All Zeiss Loupe models are available with Voroscope 12000 lux illumination, triangulating with the focal point of the optical units, flooding the oral cavity with a cool, shadow-free beam.

Reader response number: 082

Sail away with Ray Cox & Co

Ray Cox has been providing practice finance to the dental profession for over 25 years. He was, with colleagues, responsible for pioneering the concept of leasing practice equipment and vehicles which has become the preferred, tax efficient option for dentists today.

After many years experience with the larger professional finance companies he formed Ray Cox & Company aiming to offer an independent financial service with a personal touch.

Ray Cox & Company services include leasing and tailored finance schemes for practice buildings, capital equipment and vehicles. A range of insurance, patient loan and mortgage services are also offered.

Dental Showcase will see the launch of a new marine finance product designed to enable all members of the dental team to acquire boats of any sort on very specialised terms.

All dentists or practice managers requiring practice finance or advice can visit Ray Cox and colleagues at stand C03.

Reader response number: 083



Tee off a career with Dencare

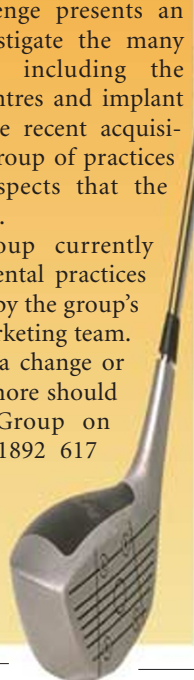
Dencare invites practice principals, associates, hygienists and practice managers to the Dencare Mini Golf Open on stand P14.

The golfing challenge presents an opportunity to investigate the many facets of Dencare, including the Dencare implant centres and implant licensee practices, the recent acquisition of the Dentics group of practices and the career prospects that the Dencare Group offers.

The Dencare Group currently comprises over 35 dental practices which are supported by the group's management and marketing team.

Those looking for a change or wishing to find out more should visit the Dencare Group on stand P14 or call 01892 617 617.

**Reader response
number: 084**



Mix and match with 3M Espe

3M ESPE will be showing its range of restorative and impressing materials in a relaxed atmosphere at Dental Showcase, in which all visitors will be encouraged to try mixing and using the materials for themselves. 3M ESPE will also welcome new and old customers to visit for refreshments.

3M ESPE will show its Filtek and Ketac restoratives together with the RelyX family of cements. New restorative products on the stand will include Protemp 3 Garant tempo-

rary material and Ketac Cem μ luting cement. Impregum Penta DuoSoft polyether impression material is a new material designed for the one-step tray-wash technique and will also be on show.

3M ESPE will launch the Elipar Free-Light, a cordless, compact light curing device which 3M Espe claims is as easy and precise to handle as a turbine. Clinpro sealant is another new product which will be on view.

Register on Stand J03 for a daily draw offering a chance to win a Pentamix 2 automatic mixing system for Penta impression materials.

Reader response number: 085

Making sure your PracticeWorks

PracticeWorks' newly released System 2000 software was created to meet the individual needs of GDPs. With a single mouse click it is possible to open Microsoft Word, Excel, digital x-ray and video imaging, document scanning, e-mail and internet connections, from wherever you are working and without leaving the program.

PracticeWorks can also meet the needs of those working as part of a corporate or within the Personal Dental Services. System 2000 is being used by the Birmingham PDS.

Lab 2000 is a package designed purely for laboratory professionals. PracticeWorks regularly consults with dental technicians to ensure the system continues to meet their specific needs. PracticeWorks' software DAS is also popular in Armed Forces bases worldwide and was developed specially for use by the UK armed forces. Visit stand N15 for details.

Reader response number:

086

Wide range on show from Optident

Optident will be exhibiting a wide range of products accommodating all areas of restorative, endodontic and periodontic procedures on Stand L09.

The Ultradent range will be available showing the tissue management system along with the other syringe products synonymous with Ultradent.

Other products on show will include the Enamel Plus HFO Composite and the EMS range of ultrasonic prophylaxis units and polishing systems.

Optident's range of parallel posts, including the new carbon glass fibre post system will be demonstrated along with Optident's range of infection control products. The Statim range from SciCan will also be available. For further details phone 01943 605050.

Reader response number:

087



Drive off with Braun

Braun Oral-B offers a wide range of manual and power-assisted oral care products including the CrossAction toothbrush and the recently launched 3D Excel Power Toothbrush. With 40,000 pulsations per minute, along with 7,600 oscillating movements, it aims to emulate professional cleaning.

Anyone who places an order of over £100 for Braun Oral-B products at the DHB, CTS, Henry Schein or Kent Dental stands at Dental Showcase can enter a competition for the chance to drive six of the best-known supercars in the world including the Lamborghini Diablo SV Roadster.

Visit Braun Oral-B at stand R01.

Reader response number:

089

Molar is the place Te Pe at Showcase

Molar, the UK distributor for Sweden's TePe oral health product portfolio and the BioXtra range of products, is exhibiting at this year's Showcase.

In 1973, TePe's founder and current owner created a new type of toothbrush. Designed in collaboration with the Malmö School of Dentistry, the brush is easily recognisable because of its unique handle. If certain patients would benefit from an angled handle, they simply need to warm the brush under hot running water, bend to the required angle and then cool under cold running water.



The new BioXtra range of products from Molar has been developed to help dry mouth (xerostomia) sufferers. The BioXtra programme has a range of scientifically formulated products to help supplement saliva. To find out more about TePe or BioXtra visit Molar on stand S17.

Reader response number:

088