

Product news

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ACHIEVING BEST PRACTICE WITH A WASHER DISINFECTOR

The Miele PG8581 underbench washer disinfector from Eschmann provides heavy duty cleaning, disinfection and drying in just under an hour [depending on the size of the load], helping your dental practice work towards demonstrating best practice.

This unit has a large capacity, with configurations specifically designed for dental practices. The Miele PG8581 can accommodate up to 360 instruments per cycle, which means more can be processed at one time, saving time for the dental team.

Other features include an autolog real-time wireless cycle data manager, for the real-time recording of all cycle data. For total peace of mind, the dental cycle is also fully validated and compliant to HTM 01-05 and SDCEP guidelines.

You can also protect your washer disinfector with Eschmann Care & Cover, which provides you with everything you need to keep your equipment complaint and running efficiently with minimal downtime.

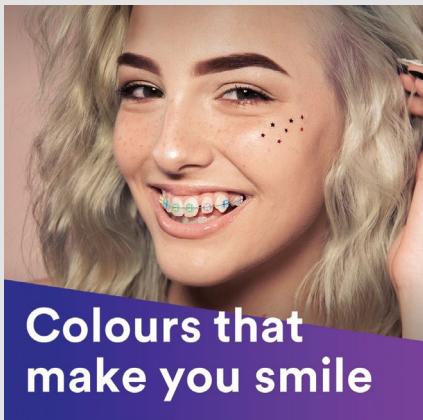
To find out more, get in touch today.

For more information on the highly effective and affordable range of decontamination equipment and products from Eschmann, visit www.eschmann.co.uk or call 01903 875787.



If you would like to promote your products or services direct to the dental industry in BDJ Team, call Paul Darragh on 020 7014 4122 or email paul.darragh@springernature.com.

MAKING COLOURED BRACES COOL AGAIN



Oral care products provider 3M has launched an award-winning digital marketing campaign to help orthodontists attract Gen Z patients by re-creating a trend for colourful elastics used with APC Flash Free braces.

The 'Colours that make you smile' campaign is intended to provide orthodontists with pre-prepared marketing materials and information to help them reach this target audience. Materials include a downloadable social

media toolkit, paid media templates, Instagram reels and other patient-focused communications including posters, advertisements, banners, video for patient waiting rooms, and pocket brochures for patients to take away from their orthodontist after an appointment.

The pre-developed digital marketing materials and social media pack allow for a cohesive and uncomplicated implementation for practitioners. 3M oral care also rolled out a trade show programme to provide in-person training sessions for orthodontists looking for demonstrations on how to use the promotional incentives.

To date, the campaign has achieved a total of 3 million online impressions, 25,000 clicks on Facebook, and 336,000 impressions on LinkedIn, and the social media toolkit for orthodontists has been downloaded over 1,000 times. The campaign team also won the prestigious 'Marketing Campaign of the Year' award at the Dentistry Industry Awards 2022, highlighting its initial success and reach.

YOUR PATIENTS WILL STAY MOTIVATED

As patients are discovering the value of interdental brushing, they will be looking for the best brush to use.

Why choose TANDEX FLEXI? Well, it's flexible and stable, with an adjustable softgrip handle that feels nice to hold. With coated wires, they will glide through interdental spaces easily and gently.

In nine sizes, patients can find the right one for them, that will gently remove deposits from between the teeth. And, once they've been shown how, they will find it easy to use every day.

Contact TANDEX to offer these premium tools in your practice.

For more information on Tandex's range of products, visit www.tandex.dk.

