

## London Dental Showcase 2000

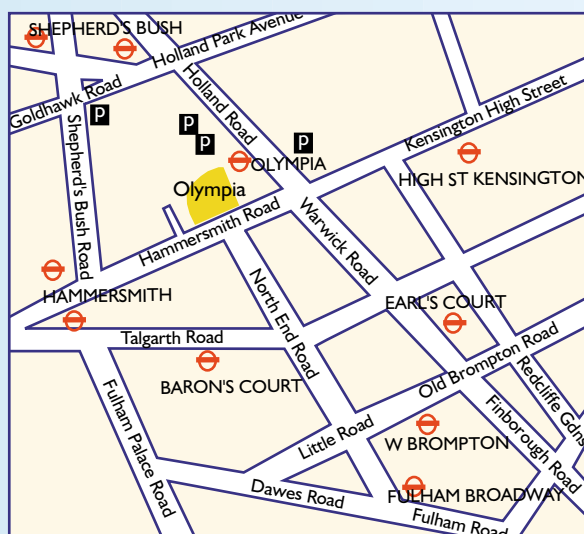
The London Dental Showcase takes place at Olympia 2 in West London from 5–7 October 2000.

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

Olympia 2 is part of London's busiest and best-known exhibition venue — the Olympia Exhibition Centre. In 1999, Olympia played host to 115 events and welcomed over one million visitors. The centre is easy to find and accessible by public transport (see map, right).

As a major added attraction the show will feature the Dental Laboratories Association Dental Technology and Services Exhibition. Side by side with Showcase, this will present an opportunity for everyone involved in dentistry to find something of relevance to them at the show.

A selection of companies exhibiting at the show is provided on the next two pages. A floorplan of all stands and exhibitors can be found on page 338.



## Getting back in the saddle

Back pain remains a common health hazard among dentists, who of necessity often spend long periods sitting in an uncomfortable or less than ideal position.

Research has shown that the least stressful, natural, sitting posture for the human spine is achieved on horseback.

The Bambach Saddle Seat, designed by horsewoman Mary Gale, provides this ideal sitting posture, while conventional seating removes the natural curves from the spine and places increased stress on the spinal disks.

The Bambach Saddle Seat is the product of several years of research, development and experimentation, and although deceptively simple in design now incorporates refinements and features that permit sitting for extended periods without the loss of a healthy spinal curve.

The Bambach Saddle Seat presents a professional appearance compatible with any dental surgery design. The Bambach Saddle Seat will be demonstrated at the London Dental Show. For additional details call 020 8 532 5100.

**Bambach stand:**

**G27**

## Indebted to Edenta



Edenta, one of the world leaders in Dental Rotary Instrumentation, will be exhibiting at the Dental Showcase. Over 30 years experience has enabled Edenta to become a strong partner for the dental laboratory and dental practice as well as oral surgery.

Edenta's reputation is based on the high level of innovativeness, flexible response to clients demands and a comprehensive product range.

**Edenta stand:**

**G42**

## Come and see Cerec 3

A new company has been formed to look after Sirona's CEREC customers in the UK. Ceramic Systems Ltd will launch CEREC 3, a modular CAD/CAM system which simultaneously designs and mills, at the London Dental Showcase.

The technology used in the CEREC 3 system, developed by Sirona, enables the dentist to prepare perfectly-fitted ceramic restorations in one patient visit, with huge savings in time and laboratory costs. An average 85 per cent saving has been reported — easily enough to pay for the system.

Also available from Sirona is Heliodent Vario, Sirona's new intraoral X-ray system and the C2+, Sirona's latest treatment centre.

**Sident Dental Systems stand:**

**FW13**



## Relax with Alex

SunAlex Ltd are demonstrating their Support Stool at the London Dental Showcase.

The ergonomic stool was designed by Bruno Mathsson for dentists, dental nurses and hygienists.

The stool prevents back, neck and shoulder pains commonly experienced by dental professionals in their work. It is widely used, especially in Germany, Scandinavia and the United States where it is acknowledged that prevention is better than cure. The stools are available in a vinyl or leather finish in a variety of colours. Special arm rests are also available. The stool comes with a five year warranty on all moving parts.

## Heraeus Heroes

The London Dental Showcase sees the launch of a new impression material, Flexitime, from Heraeus Kulzer.

Flexitime is fast setting in the mouth, but the material has a working time which is highly flexible — less time for a quick single unit crown, more time for a complex multiple unit case.

Heraeus Kulzer claim that never before has a vinyl polysiloxane (VPS) material combined a fast intraoral set with the option of longer working time. Flexitime uses an Advance ThermoSense (ATS) material which is hyperactive to the warmer temperatures inside a patient's mouth. The material can be worked after just 30 seconds or for as long as 2.30 minutes, but sets fast when placed in the oral cavity.

**Heraeus Kulzer stand:**

**FW03**



## Half century for AstraZeneca

AstraZeneca are looking forward to taking part in the London Dental Show. The year 2000 is an exciting time for AstraZeneca as they celebrate the fiftieth birthday of the launch of Xylocaine in the UK.

Over 50 years ago a Swedish dentist, Nils Lofgren, discovered Xylocaine initially calling it LL30. LL30 became known as lignocaine and was launched in the UK by Astra Pharmaceuticals Ltd in 1950 under the brand name Xylocaine.

John Stroud, Senior Dental Products Specialist, looks forward to welcoming all visitors at the London Dental Showcase to the AstraZeneca stand.

**AstraZeneca stand: G02**

## Add more with Admor

Admor, specialist printers to the dental profession, will be demonstrating their personalised printing on stand G05. Bring your ideas, designs, logos or sketches with you to discuss with Admor, or choose from a range of 'standard' letterhead, appointment card, brochure or recall/reminder card formats.

Dentists will be able to finalise stationery and literature on the stand, and obtain a proof of their items before the artwork is sent to Admor's new high tech printing presses in Sussex. All orders received at the show will attract a 15 per cent London Showcase discount.

Admor also produce a wide range of practice forms, appointment books, filing systems and private patient record cards, all of which will be available at the stand.

**Admor stand:**

**G05**

## Planmeca have it all in one...

Planmeca's specialist equipment team will be on hand at the London Dental Showcase to discuss equipment needs and demonstrate the Planmeca All in One concept.

The Planmeca All in One concept will be on show in its latest version with its cornerstone, the Planmeca Prostyle Compact Unit, and a new range of Planmeca diagnostic x-ray hardware and software.

The ergonomics of the Planmeca concept are further enhanced by the Planmeca Intracam camera instrument. Designed for modern dentistry, the Planmeca product range can be upgraded to meet your requirements as your practice evolves over the years.

**Claudius Ash/Planmeca:**

**G12**

## Look through the lens

Evident Dental are showing their new Orascope Through-the-Lens Telescopes at the Showcase.

The telescopes start at  $\times 2.5$ , with  $\times 3.8$ ,  $\times 4.8$  prism magnifiers available and are custom made to order and ultralightweight. Also available is the classic 'Flip-up' style telescope in  $\times 2$ ,  $\times 2.6$ ,  $\times 3.25$  and the Zeon Illuminator, which enhances vision by allowing everything you see to be perfectly lit, even within deep cavities and root canals.

The twist, new from Evident, is the world's first reciprocating disposable prophylaxis handpiece. Evident say there is no spray or splatter of paste, blood or saliva and no pain.

**Evident Dental stand:**

**G58**

## More on show...

For a full list of exhibitors see the Showcase plan on page 338.

Colgate, The Advanced Group, Henry Schein Procure, Practice Plan and Dicom Imaging UK are all exhibiting at the show. We have information on their latest products and services on pages 330-333 of this issue.

Henry Schein Procure will be exhibiting and demonstrating a range of their products on stand G36, including the Fedessa Dental Equipment Package, Oral Cdx and Keeler Loupes. For details of their latest practice poster in association with Practice Plan see page 332. Practice Plan and Henry Schein Procure will also be launching a unique Practice Support Programme at the show.

Prestige Medical will be launching a new autoclave at the Showcase. A team of specialists will be at the exhibition to advise dentists on the key features of their autoclaves. Prestige Medical can be found at stand G38.

AMT Dental Services will be on hand with information about their safety products and services for special and controlled waste. AMT now offer dental practitioners a one stop waste management programme covering all clinical, sharps, out of date drugs and LA cartridges. Visit the AMT stand at FE02a.

Visit stand G68 for a demonstration of Medivision System's CIC version 5 patient education program. CIC version 5 is a unique patient education program for the surgery and waiting room, catering for patient education requirements while saving treatment time.

Team Management Systems Ltd will be displaying their 'Arthur' for windows software on stand FE15.



## Gloves to give away

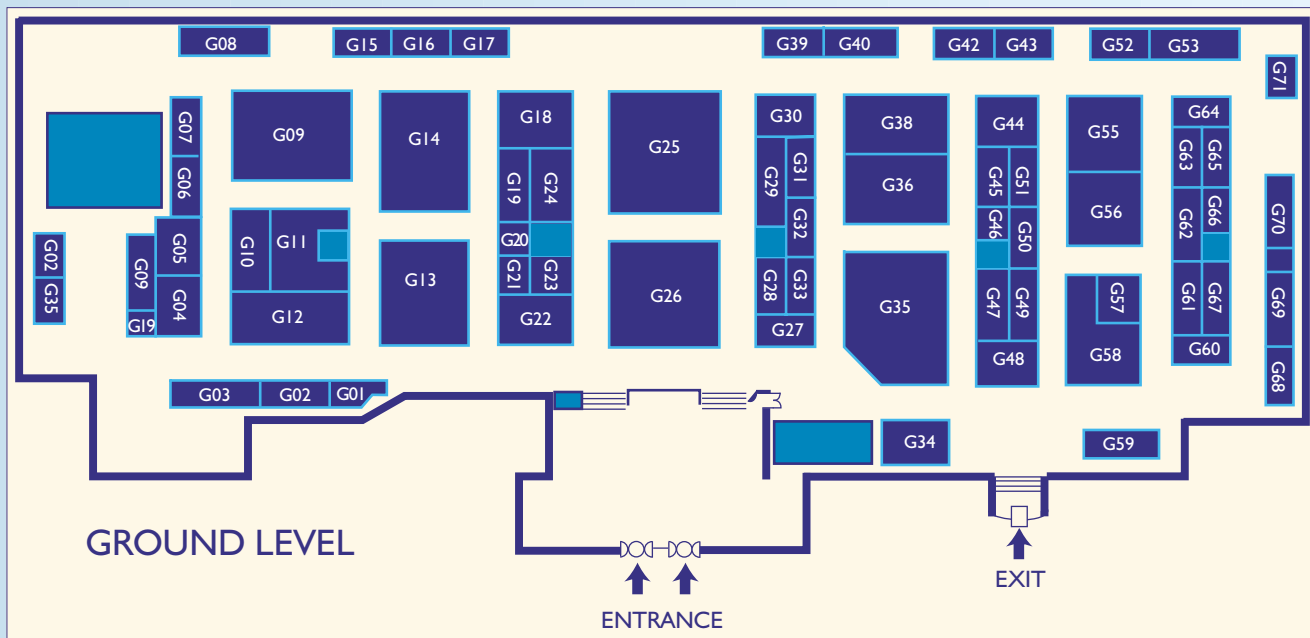
Schottlander will be exhibiting their range of powder free gloves at Olympia 2.

An addition to the Schottlander low allergy gloves range is the recently introduced latex free Nitrile Gloves. The gloves are perfect for those who suffer from allergies and sensitivity to latex. Trial packs will be available at the show.

There will be live demonstration areas showing the new Schottlander Crown and Bridge programme, including Schottlander Aluminium Bonding Porcelain (ALX) and new VCH (value, chrome, hue) Porcelain.

**Schottlander stand:**

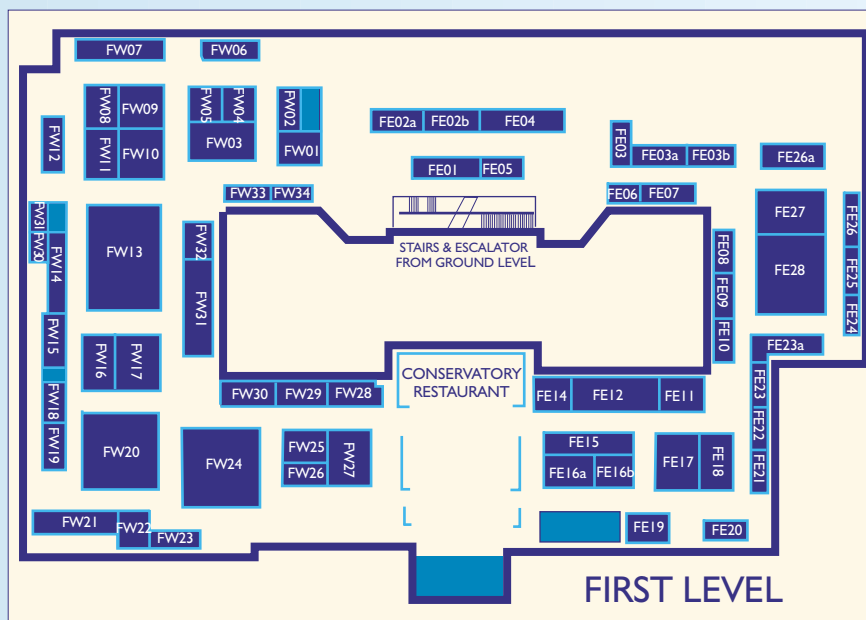
**G14**



## Showcase plan

The stand layout for The London Dental Showcase is shown right and above, with exhibitor and stand numbers below.

- G25 3M Dental
- G05 Admor Ltd
- FW31 The Advanced Group Ltd
- FE02a AMT Dental Services
- FE02b Associated Metal Traders
- G02 AstraZeneca UK Ltd
- FW34 Back World Contracts / Ergoscandia
- G46 BADT
- G27 Bambach Saddle Seat (Europe) Ltd The
- G70 Bambi Air Compressors
- G16 Bank of Ireland
- FW17 Beaver Apex
- FW32 BDPMA
- G26 BDTA
- G19 Blackwell Supplies Ltd
- G30 Braemar Finance
- G55 British Dental Association
- FW30 British Dental Health Foundation
- FE11 British Dental Hygienists Association
- G56 British Dental Journal
- FW23 Broche Direct Ltd
- FW24 Broxdent Ltd
- FW11 Burtons of Maidstone
- FE20 CAESY
- G22 CALMarine
- G61 F E Cardozo Ltd
- G23 Carl Zeiss Ltd
- G40 Cattani Esam UK Ltd/Tecno Gaz Mediline Ltd
- FW04 Cestravent / McKesson
- G12 Claudius Ash/ Planmeca
- G09 Colgate
- G57 D P Medical Systems Ltd
- G12 Davis Healthcare Services
- G01 DentaId
- FW09 Dental Practice Board
- FE22 Dental Practice Systems
- G57 DentalNet UK
- G24 Dexcel Dental
- G13 DMDS
- G47 DTETAB
- G71 Dumont Instruments SANV
- FW14 Eastman Oral Health Care Ltd
- G42 Edenta AG
- G66 Eldon Financial Services
- G29 Envirodent
- FE27 ESPE UK Ltd
- FE17 Eurodent
- G58 Evident
- FE12 Fiad & Clark Dental
- FE07 The Fineprint Company



- FE06 Finlayson Media Communications Ltd
- FW02 & G45 G C United Kingdom Ltd
- FE14 Gap Research Co Ltd
- G52 General Dental Council
- FW08 George Warman Publications (UK) Ltd
- G67 The Glove Club
- FW33 Healthtec UK Ltd
- G36 Henry Schein Procure
- FW03 Hereaus Kulzer
- FE25 Highway Intellect Ltd
- G50 Image Diagnostic Technology Ltd
- FE04 & FE05 Ivoclar
- G17 IZE Instruments
- G44 Jun-Air (UK) Ltd
- FE10 KOMET/West One Dental Supplies
- FW05 Medivance
- G68 Medivision
- G69 Micro Air Abrasions
- FW10 Molar Ltd
- G51 Murray Equipment Co Ltd
- G48 Optiva UK Ltd
- G32 Ortho-Care (UK) Ltd
- FE09 Osfix International Ltd
- FW26 Osteo-Ti
- FW01 Pall Medical
- FE26 Pastiche By Design Ltd
- FE16a Paterson Ltd
- FW20 Practiceworks Ltd
- G33 Prestige Dental
- G38 Prestige Medical
- G28 PWR Ltd
- G65 Quality Endodontic Distributors
- G60 Quintessence Publishing Co Ltd
- FE24 Royal Bank of Scotland The
- G14 Schottlander
- G10 Siemens Financial Services
- FE17 Score International
- G04 SDS Computer System
- G62 Septodont (Deproco UK) Ltd
- G49 Shofu Dental Products Ltd
- FW13 Sident Dental Systems
- G08 & G35 smile-on.com
- FW07 Software of Excellence
- FE08 Southern Dental Supplies
- FW25 The St. Paul
- FE23 Status Point Software Ltd
- G59 Sunalex Ltd
- G63 Superior Dental Ceramics
- G31 Superior Medical Ltd
- FW29 Suvison Business Services
- G18 T-Dental.com
- FE15 Team Management Systems Ltd
- FW19 Tecno-Gaz Mediline UK Ltd
- FW19 Trycare Ltd
- G21 Ventura RA — London
- G15 VOCO GmbH
- G06 Wisepress Ltd
- G20 Women in Dentistry
- G07 XAV Services
- FE03 Zahn Laboratory