

# FEDERAL FORUM

VOLUME 4, WINTER/SPRING 2004

**A GUIDE TO NEW DENTSPLY DENTAL PRODUCTS**

THIS ISSUE:

FEDERAL FORUM - A GUIDE TO NEW DENTSPLY DENTAL PRODUCTS

For your assistance  
the following is a list  
of DENTSPLY  
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Customer Service  
personnel.

**DENTSPLY Federal Government Central Office**  
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**DENTSPLY Division Contacts and Important Information**

**Caulk - Restoratives**  
38 West Clarke Avenue  
P.O. Box 359  
Milford, DE 19963-0359  
FSS # V797P-3972K  
D&B # 003002375  
*Donna Girardi, Ext. 334*  
800-532-2855  
302-422-4511  
Fax: 800-788-4110  
dgirardi@dentsply.com

**Ceramco - Fixed Prosthodontics & Lab Products**  
Six Terri Lane  
Burlington, NJ 08016-4900  
FSS # V797P-3748K  
D&B # 179915277  
*Denise Humphrey, Ext. 6105*  
800-487-0100  
609-386-8900  
Fax: 609-386-8282  
dhumphrey@dentsply.com

**Friident CeraMed - Implants & Bone Grafting**  
12860 West Cedar Drive  
Suites 108-111  
Lakewood, CO 80228-1965  
FSS # V797P-3884K  
D&B # 959555343  
*Ted Ramirez, Ext. 4761*  
800-426-7836  
303-985-0800  
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York, PA 17404  
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*Kathy Kerchner*  
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kkerchner@dentsply.com

**Professional East Ultrasonics and Preventive**  
1301 Smile Way  
P.O. Box 7807  
York, PA 17404-0807  
FSS # V797P-3958K  
D&B # 144140845  
*Chris Maksimak, Ext. 8632*  
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Fax: 800-278-4344  
cmaksimak@dentsply.com

**Professional West - Handpieces and Burs**  
901 West Oakton Street  
Des Plaines, IL 60018  
FSS # V797P-3765K  
D&B # 183187152  
*Luis Portela, Ext. 4825*  
800-800-2888  
847-640-4800  
Fax: 800-596-9190  
lportela@dentsply.com

**Rinn - X-ray Accessories**  
1212 Abbott Drive  
Elgin, IL 60123-1819  
FSS # V797P-3963K  
D&B # 795572718  
*A.J. Felicetti, Ext. 160*  
800-323-0970  
847-742-1115  
Fax: 800-544-0787  
afelicetti@dentsply.com

**Trubyte/Austenal - Removable Prosthodontics**  
570 West College Avenue  
P.O. Box 872  
York, PA 17405-0872  
FSS # V797P-3965K  
D&B # 606173334  
*Brenda Williams, Ext. 4561*  
800-877-0020  
717-845-7511  
Fax: 800-735-1101  
bwilliams@dentsply.com

**DENTSPLY Endodontics: Tulsa Dental Maillefer**  
5100 Skelly Drive, Suite 300  
Tulsa, OK 74135-6546  
FSS # V797P-3700K  
D&B # 197425523  
*Blake Brownell, Ext. 1158*  
800-379-3432  
918-878-0158  
Fax: 918-493-6599  
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## DENTSPLY Federal Government Office Relocates

The DENTSPLY Federal Government office has moved its Washington, D.C. area office from Springfield, Virginia to the Towngate Executive Office complex in Alexandria, Virginia. The move, made necessary by the staff expansion, provides superior space and facilities to better serve our Federal Government customers. While the address has changed, the telephone and fax numbers remain the same.

The new address is:  
DENTSPLY Federal Government  
625 Slaters Lane  
Suite 203  
Alexandria, Virginia 22314  
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Toll Free: (888) 775-4495  
Fax: (703) 644-3037  
Web: www.DENTSPLY.com





## Caulk ESTHET•X® Improved Micro Matrix Restorative

DENTSPLY Caulk improves upon their **REALITY**<sup>1</sup> Five Star Award winning Restorative Esthet•X Micro-Matrix composite. Today, Esthet•X restorative is now even easier to use with the launch of Esthet•X Improved. Offering longer working time, along with an optimized shading system, Esthet•X Improved now makes it even easier to build a restoration predictably and esthetically. With a 92% increase in working time for selected shades, Esthet•X Improved offers ideal sculptability so the dentist is always in control of the restoration.

This improvement builds on Esthet•X restorative's impressive track record of delivering high quality, natural-looking restorations with a composite that possesses "chameleon-like" qualities. The small particle size of a nanofiller affords a high degree of polishability comparable to microfills. However, the esthetic physical properties do not compromise the fracture toughness of Esthet•X Improved.

Additionally, with the Esthet•X TruMatch® Shade Guide, you can visualize the finished restoration before you start placing composite. The optimized shades of Esthet•X Improved now offer enhanced simplicity in matching the TruMatch Shade Guide with thirty-one shades and three opacities. Whether you are placing one shade or layering multiple opacities, Esthet•X Improved is a composite that has optimal handling with a durable polish.



1- REALITY is not a trademark of DENTSPLY International.

## Caulk SMARTLITE™ IQ™ L.E.D Curing Light

DENTSPLY Caulk, the leader in visible light-cured materials, introduces the SmartLite IQ, a new cordless L.E.D. curing light engineered with intelligence inside and out. The IQ light offers a ten-second cure capability, with a depth of cure comparable to High Output Halogen devices and an automated heat management control system, ensuring long system life. The advanced L.E.D. technology, coupled with the self-diagnostic programming electrical systems of the SmartLite IQ, produce high power at a precisely selected wavelength, resulting in efficient and effective curing, time after time. The advanced Lithium Ion power cell technology produces up to 600 full-power ten-second cycles with one complete thirty-minute charge, and a sleep mode for efficient

power cell consumption, providing cordless convenience and functionality.

The SmartLite IQ incorporates an operator-focused ergonomic design offering functional angles, ambidextrous mode selection touchpads, a built-in radiometer and a featherweight balance enabling effortless maneuverability and comfortable access to any restoration. Additionally, the SmartLite IQ allows for confident asepsis with its fan-free, vent-free and sealed construction, keeping internal components contaminant-free.



For additional information on DENTSPLY Caulk products, contact your DENTSPLY Federal Government representative or call **1-800-532-2855**.

## MPL Manufacturing Facility Closes

DENTSPLY International has announced the closing of the MPL Technologies manufacturing facility in Franklin Park, Illinois. From this facility, MPL manufactures EZ-Aim® and Hypo® dental needles, irrigation probes, medical needles, and specialty OEM products. The production of the Max-i-Probe® Endodontic/Periodontal Irrigation Probes will continue at the Rinn Division in Elgin, Illinois. All other MPL product lines will be discontinued effective March 31, 2004.

The decision was driven by a strategic evaluation of the necessary investment to maintain a competitive position in the dental needle market. We have determined that significant investment would not ensure a favorable competitive position, and therefore discontinuing our MPL-Franklin Park operations is the appropriate course of action. DENTSPLY's overall strategy to provide innovative dental consumables, including those in the pharmacological arena, has not changed. With a full line of dental anesthetics, the DENTSPLY Pharmaceutical Division will continue to offer AccuJect® hypodermic dental needles.

This change does not impact the Rinn or Crescent® product lines. Please contact your DENTSPLY Federal Government representative with further questions.

EZ-Aim®, Hypo®, Max-i-Probe® and AccuJect® are registered trademarks of DENTSPLY International, Inc.

## DENTSPLY's Federal Government Team



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DENTSPLY dental products and equipment are now available for purchase through on-line ordering systems:

[www.gsaadvantage.gov](http://www.gsaadvantage.gov)

and

[www.dmmonline.com](http://www.dmmonline.com)



## Professional BELLISSIMA™ Ultrasonic Inserts



DENTSPLY Professional and Cavitron® Systems, the most trusted names in ultrasonic scaling are proud to introduce Bellissima Ultrasonic Inserts. This line of ergonomically designed, super soft and colorfully gripped inserts is sure to be the new choice of clinicians.

Bellissima Ultrasonic Inserts offer a unique choice in ultrasonic scaling by combining your favorite Cavitron inserts with a new soft, dimpled and comfortable grip. The Bellissima line of ultrasonic inserts continues to provide superior quality and various tip shapes, but has enhanced this with a whole new level of comfort.

Designed to greatly alleviate hand fatigue, the 11.5 mm diameter, sanoprene grip delivers a super soft feel increasing comfort for the clinician. The soft grip design rotates easily in the hands and fingers of the clinician, providing smooth scaling throughout the entire procedure. In addition, the bright new colors – hot pink and purple – provide a more esthetically appealing and user-friendly option to the classic FSI and FSI-SLI insert lines.

Modern, eye catching and loaded with features, Bellissima Ultrasonic Inserts prove again why they are the signature choice for today's modern clinician.

For additional information contact your DENTSPLY Federal Government representative or call 1-800-989-8826

## Prosthetics ECLIPSE® HEAT&SEAT™ Resilient Lined Nightguards

DENTSPLY Prosthetics has introduced the Eclipse Heat&Seat Resilient Lined Nightguard. Eclipse Clear Baseplate material forms the hard outer layer, providing a firm biting surface for patients who grind their teeth while sleeping. The new Eclipse Resilient Resin forms the inner liner.

This liner flexes when heated to aid in easy insertion of the nightguard. When it cools to body temperature, it accurately maintains jaw and tooth positions and provides excellent retention in the mouth.

The Eclipse Prosthetic Resin System is a platform we will continue to build upon, providing new materials and applications to help laboratories grow their businesses.

For more information contact your DENTSPLY Federal Government representative or call 1-800-877-0020.



## Prosthetics PORTRAIT® IPN® 22° BIOSTABIL® Posterior Denture Teeth



The four 22° BioStabil posterior moulds are the newest additions to the strong Portrait IPN product line. These moulds offer the characteristics of occlusal and buccal anatomy, which is evident in well-worn natural teeth.

Each of the BioStabil IPN posterior teeth offer tiny wear facets simulating the effect of normal abrasion. Like natural teeth BioStabil posteriors have a gradual size transition between the first premolar through the second molar with no abrupt size drop-off.

Optimal benefits are realized when articulating the set-up. This is because the teeth set-up is like low cusp teeth with the illusion of a fully anatomical posterior design. Their shallow, non-interfacing cusps facilitate freedom of movement in all excursions while providing a definite point of centric.

Moulds 530 and 532 have a long buccal, short lingual design. Grinding on the ridge lap is seldom required saving the technician time and money. Moulds 533 and 536 have full lingual contours making them ideal for implant applications, partial and full dentures.

In addition to the optimum mould design is the twenty-year proven, highly wear resistant IPN material. Plus, these moulds are available in all twenty-six esthetically pleasing Portrait IPN shades.

For more information contact your DENTSPLY Federal Government representative or call 1-800-786-0085.

## Rinn EZ-VIEW® Auto Light Flatscreen Viewers

The DENTSPLY Rinn line of viewers now includes the EZ-View Auto Light Flatscreen Viewers. A time and energy saver, the new Auto-On feature automatically turns the viewer on and off as mounts or x-rays are slid under its sensor. Features include a thin, state-of-the-art profile requiring minimal space, making it easily portable and lightweight. The cold cathode lighting provides even illumination and 10,000 hours of life. Thirty brightness settings allow optimum viewing. The 6" x 13.5" viewing area accommodates single films up to FMX and panoramic films. The holding bar even allows multiple pieces of different thickness levels to be viewed at the same time. Available with 2X magnification for enhanced analysis of radiographs. Three positions for adjustable countertop viewing and hardware also included for wall mounting.

For more information contact your DENTSPLY Federal Government representative or call 1-800-323-0970.



## Government Staff Promotion and Expansion



Peter Kim has been promoted to Data Manager & Business Analyst for DENTSPLY's Federal Government Division. For the last year, Peter has provided outstanding Government sales and customer support, while building the Government BPCS database.

With Peter's promotion, the position of Federal Government Administrative Assistant for sales and customer support became vacant. Catalina Miranda has been hired to fill that vacancy. Catalina comes from Aspira of Washington, DC where she provided support and service at the corporate office. Catalina will be working at the Government office to increase our level of sales support and enhance customer service.

We wish Peter and Catalina success in their new roles with DENTSPLY Federal Government.



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## DENTSPLY Restructures the U.S. Laboratory Business

Effective November 24, 2003, the DENTSPLY Ceramco and DENTSPLY Trubyte/Austenal divisions merged to form DENTSPLY Prosthetics, with headquarters in York, Pennsylvania. The merger centralizes management of the U.S. fixed and removable laboratory businesses. According to Henrik Roos, Senior Vice President, "We expect this new integrated laboratory division to increase overall customer service, strengthen our customer focus and improve operational efficiencies. DENTSPLY Prosthetics is responsible for manufacturing, marketing and distributing existing Ceramco and Nytech fixed laboratory products in North America,

## DENTSPLY North American Group Marketing Reorganizes and Promotes from Within



The North American Group Marketing Division will now be called the Special Markets Division in order to better indicate our focused efforts on the specific strategic target audiences of group practices, dental schools, and government accounts.

With that, David Kierce has been promoted to the Business Unit Manager for DENTSPLY's Special Markets Division. Dave has been with the Alliance Division since its inception in 1997 and served as its first Account Executive before being promoted to National Accounts Manager in 1998, Regional Manager in 1999 and Director of Sales in 2001.

Prior to joining Alliance, Dave was a sales representative and product manager for DENTSPLY Ceramco. Before joining DENTSPLY in 1993, Dave had a successful sales career with Kraft General Foods. Dave graduated from Nichols College with a Bachelor of Science degree in Marketing and Finance.

as well as its current Trubyte and Austenal removable laboratory products worldwide.

A result of the merger, Steve Jensen has been promoted to Vice President and General Manager for the new combined Division. Steve has been the VP and General Manager for DENTSPLY Trubyte/Austenal for the past four years.

It is important to note that current distribution channels and policies for all laboratory products involved remain unchanged.





## DENTSPLY Announces Executive Retirement and Promotions

On September 24, 2003 the Board of Directors of DENTSPLY International Inc., announced that Mr. John C. Miles II, Chairman and Chief Executive Officer, indicated his intention to retire as Chief Executive Officer effective December 31, 2003. Mr. Miles retains his position as Chairman of the Board. Mr. Gary K. Kunkle, Jr., former President and Chief Operating Officer, was promoted to Vice Chairman and Chief Executive Officer and Mr. Thomas L. Whiting, former Executive Vice President, was promoted to President and Chief Operating Officer, with both appointments effective January 1, 2004.



John C. Miles II

Gary K. Kunkle, Jr.

Since joining DENTSPLY in June of 1985, Mr. Miles successfully occupied a number of senior level positions with increasing responsibilities. During his executive tenure, the Company grew five-fold, going from revenues of \$290.5 million in 1989 to revenues of \$1.5 billion in 2002.

In addition to Mr. Miles' commitment to DENTSPLY, he is also Chairman-elect of the American Dental Trade Association and serves on the board of the National Foundation of Dentistry for the Handicapped. Mr. Miles and his wife, Anna Maria, have four children and make their home in York, Pennsylvania.

Mr. Gary K. Kunkle, Jr., joined DENTSPLY in January 1997 as President and Chief Operating Officer and was appointed to the Board of Directors in March 2002. He is a strong executive talent who has successfully guided the Company's day-to-day operations during a period marked by its most dynamic growth.

Under Mr. Kunkle's leadership, a number of significant projects were completed that

have been of material value to the Company, including: a successful sales force expansion project; North American and European centralized warehousing and distribution projects; a United States Shared Services project; and the Company's Business Process Control Software (BPCS) was implemented on a world-wide basis.

Mr. Kunkle is a member of the board of the Perrigo Company and is an active member of the American Dental Trade Association. He and his wife, Susan, and their two youngest daughters reside in York, Pennsylvania.



**Mr. Thomas L. Whiting** joined DENTSPLY in March of 1987 as Vice President and General Manager of the Caulk dental consumables division. Since then he has held positions of

increasing responsibility and played key roles in DENTSPLY's expansion projects. Mr. Whiting has been a valuable contributor to

the Company's strategic planning and overall direction, including: the acquisition of the dental injectible anesthetic assets of AstraZeneca and the establishment of the DENTSPLY Pharmaceutical business; the resultant transfer of the licenses and marketing authorizations required for the sale of the dental injectible anesthetics in most of the major world markets; and the largest capital project in DENTSPLY's history, the construction of its new pharmaceutical plant in Elk Grove Village, Illinois.

Mr. Whiting is an active member of the American Dental Trade Association and is serving as chairman of the 2004 Annual Meeting Program Committee. He and his wife, Char, have two children and make their home in York, Pennsylvania.

On behalf of DENTSPLY and the dental community, we wish Mr. Miles a most enjoyable retirement. We look forward to the leadership and continued growth at the direction of executives, Mr. Kunkle and Mr. Whiting.

## DENTSPLY Sells Gendex Equipment Division

Effective December 11, 2003 DENTSPLY International Inc. announced that it has entered into an agreement to sell its Gendex equipment business to a subsidiary of the Danaher Corporation of Washington, D.C., in an all cash transaction for \$102.5 million plus the assumption of certain operating and pension liabilities. The transaction excludes certain current assets of the business that will be retained by DENTSPLY International.

John C. Miles, II, Chairman and Chief Executive Officer, commented that, "Our strategy has been focused on providing innovative consumable products that address the needs of dental professionals worldwide. With the sale of the Gendex equipment business, we are exiting the heavy equipment segment and focusing exclusively on the dental consumables market. Our technological investment priorities will target what we

believe to be the future areas of dentistry. This would include opportunities in pharmacological and biological treatments, while continuing to concentrate on more traditional innovative consumable products."

## Professional SEAL&PROTECT™ Protective Sealant for Exposed Dentin

Seal&Protect Protective Sealant for exposed dentin has been transitioned from DENTSPLY Caulk to DENTSPLY Professional preventive product family.

Seal&Protect Protective Sealant is a light-cured desensitizer, offering exclusive nanofiller technology that seals and mechanically strengthens exposed dentin.

It is the only product on the market that is clinically proven to significantly reduce dentinal hypersensitivity for up to twelve months.

Seal&Protect reduces abrasion and erosion of exposed cervical dentin. Each kit provides forty single unit dose applications.



## Professional NUPRO® Prophylaxis Paste

DENTSPLY Professional, manufacturers of NUPRO Prophylaxis Paste, the world's leading prophylaxis paste for more than thirty years, has added a new flavor, Orange Vanilla Swirl to its arsenal of nine unique flavors, bringing the selection to ten.

The Orange Vanilla Swirl flavor is sure to please both children and adult patients. As with all Nupro prophylaxis pastes, it delivers excellent stain removal and polishing benefits, and features a splatter-free formula, and choice of four grits - fine, medium, coarse and plus.



For additional information on DENTSPLY Professional products, contact your DENTSPLY Federal Government representative or call **1-800-989-8826**.

## Professional DISPOSA-SHIELD® Infection Control Barriers

DENTSPLY Professional has introduced three new barriers to their Disposa-Shield Infection Control Barrier line to offer one the most complete lines in the dental products market.

The three new products include barriers for trays (sizes 10.5" x 14.5" and 12" x 17") and head rests. The line extension brings the Disposa-Shield line to eight products, fitting almost all surfaces touched each day, including switches, instruments, hoses, trays, headrests, handles, syringes and chairs.



## Professional ALLSOLUTIONS™ 5% Sodium Fluoride Varnish

DENTSPLY Professional is pleased to announce the introduction of ALLSolutions 5% Sodium Fluoride Varnish, the newest addition to the ALLSolutions fluoride product line.

ALLSolutions 5% Sodium Fluoride Varnish is an in-office topical fluoride treatment that reduces dentinal hypersensitivity for up to six months. The unique fluoride varnish formula dries to a tooth color and does not leave a yellow/brown film on patients' teeth. ALLSolutions 5% Sodium Fluoride Varnish is available in a pleasant raspberry flavor, and in a convenient single unit dose application. Each kit provides up to fifty single unit dose applications.

