Ultradent moves APAC operations to Malaysia

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DTI

KUALA LUMPUR, Malaysia: The US dental manufacturer Ultradent has opened a new regional headquarters for the Asia Pacific region in Kuala Lumpur in Malaysia. The office will centralise distribution in over ten Asian countries, Australia, New Zealand as well as South Africa and host training and service facilities.

New dental injection system launched

From news reports

NEWCASTLE, UK: Researchers from Newcastle University have developed a dental injection system that could reduce patients’ pain when being injected. The system, a modification of a dental local anaesthetic cartridge that allows a buffer solution to be mixed with the anaesthetic, was recently recognised with a Medical Futures Innovation Award, a European showcase of early-stage innovation in health care.

One reason dental injections are painful is the acidic content of the anaesthetic, which is necessary to enable it to be made and stored. The new system allows a separate neutralising material to be mixed with the anaesthetic just before the injection. In this way, discomfort can be reduced and the time for the anaesthetic to take effect can be shortened.

The research team has developed a patent-protected, new double plunger for a syringe cartridge that separates the two substances within the syringe until use.

Millions of dental injections are given by dentists every year. The researchers would like to see their innovation become the standard method used in every dental surgery.

Also, with more than 16 billion injections administered annually around the world, the scope for this innovation in areas outside of dentistry is significant. “As with many of the best ideas, the simplicity of this innovation is what caught our attention,” judges of the Medical Futures Innovation Awards said. “This forms a platform innovation that could have many potential uses outside of the dental market and we would like to see this being taken into clinical trials.”

The team has produced a pre-production prototype of the injection system and is now looking for a manufacturer to produce it commercially and make it available to dentists.

Markets in Asia Pacific, excluding Japan, currently contribute a significant amount to Ultradent’s international business. The company based in South Jordan, Utah, manufactures a wide range of dental materials and equipment including composites, dental cements and endodontic files. Their top brand is Opalescence, a line of tooth whitening systems that contains take-home and in-office options.

 Nicolas Sondaz, General Manager of Ultradent Asia-Pacific, said that owing to the favourable market conditions in Malaysia, the Kuala Lumpur office will be able to offer the company’s complete product portfolio to dentists and laboratories in the region.

“The Malaysian government does not only strongly supports oral healthcare initiatives, but also universal healthcare related business,” he commented. “As a result we could import almost our entire product portfolio from the United States freely, a significant advantage to other countries in the region.”

Sondaz added that the company intends to expand the Kuala Lumpur office with administration, marketing and technical support divisions in the medium-term. There are no plans for production facilities for the time being.

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