Mitsui purchases DENTCA shares
Japanese manufacturer acquires advanced denture technology

TOKYO, Japan/LOS ANGELES, USA: In order to strengthen its dental material business, Mitsui Chemicals, a Japanese manufacturer and supplier of chemicals, plastics and similar materials for various markets, has purchased 50.01 per cent of issued and outstanding shares of DENTCA, a US-based manufacturer and distributor of CAD/CAM dentures produced using the company’s proprietary 5-D modelling and printing technology.

As the dentures market is expected to continue to grow owing to an aging population worldwide and rising incomes in emerging countries, Mitsui Chemicals is targeting expansion of its global denture business through DENTCA’s denture design technology, which uses its own advanced material development and processing technology, to develop dentures that meet global needs, the Japanese company announced last week.

According to Minoru Koshibe, Executive Vice-President of Mitsui Chemicals, the overall aim of the company is to expand its portfolio in businesses sensitive to changing economic conditions, such as health care. As part of the strategy, Mitsui Chemicals acquired the dental materials business of German Heraeus Holding in April.

The CAD/CAM DENTCA dentures are involved in just two visits using the company’s proprietary 5-D modelling and printing technology. As the first CAD/CAM denture company in history, DENTCA received the Pride Institute’s Best of Class Technology Award in 2012.

Lamoiyan expects losses in oral care
Cosmetics business to be expanded

PARAÑAQUE CITY, The Philippines: Owing to the reduced growth expected from its oral health care segment, Filipino toothpaste manufacturer Lamoiyan has announced plans to expand its portfolio of personal care products this year. In addition, the company is in negotiations with the government in Myanmar regarding a new production facility, president and CEO Cecilio Pedro recently told the Manila Standard newspaper.

The new products will most likely form part of the company’s anti-tie-shampoo line, Pedro said. His company, which also manufactures the Dazz line of household products, grew by 11 per cent in 2012, of which 80 per cent alone was achieved from its sale of toothpaste. For this year, however, Pedro said that his company expects flat growth in this segment despite a price advantage of 20 per cent over its national competitors and the recent introduction of specialised products, such as mouthwash for patients suffering from dentine hypersensitivity.

Originally a third-party supplier of toothpaste tubes, Lamoiyan has been operating in the Philippines since the late 1980s. With both its Hapee and Kutitap toothpaste brands, the company is currently estimated to hold a 15 per cent share in the Philippines’ P9.1 billion (US$218 million) oral health care market, which is dominated by global companies Colgate-Palmolive, GlaxoSmithKline and Unilever.

With a new joint venture between the Japanese Lion Corporation and Peerless Products Manufacturing in Pasay City, the country has seen the entry of another significant competitor recently.

Ultradent takes on market in China with new office
New subsidiary located in the city of Guangzhou

GUANGZHOU, China: US dental products provider Ultradent has recently opened its 15th international subsidiary in China. Located in Guangzhou, the new office is intended to achieve better coverage of the East Asian market through stocking of products and distribution to a larger number of dealers and customers, the company told Dental Tribune Asia Pacific in June.

Although the company has been selling its range of restorative, endodontic and tooth-whitening products to customers in China, growth has been limited in recent years owing to the small number of customers with the ability to import, according to the company. It said that its new Guangzhou office will allow for the storing of Ultradent products to ensure the availability of its full inventory and fast supply to its Chinese customer base.

In addition, the company said it will profit from favourable logistics and tax implications.

“Our investment in China is representative of what we feel is a very promising future for Ultradent products in this important market,” commented a company representative. “Having a local presence, including a warehouse, will allow us to offer a wider range of products, provide better customer service, and make our products available in parts of the country that previously did not have access.”

Adding further subsidiaries in China is not anticipated, according to the source. Rather, the focus will be on meeting the market’s needs, with Guangzhou as home base and sales personnel throughout the country to support Ultradent’s sales efforts. Besides sales, the new office will assume marketing, regulatory, logistics, and administrative responsibilities.

Prior to the opening, Ultradent had been working with several distributors in the country with geographic emphasis on eastern China. The company maintains ten other offices in Europe, Asia and South America.

According to its figures, 70 per cent of its products are exported to markets outside the U.S.