For over four decades, Coltène/Whaledent has been recognized as a world leader in the development and distribution of high quality specialty products for the dental industry. Built on a strong history of product innovation, Coltène/Whaledent has emerged as a leader in the fields of impression materials, endodontic products, parapulpal pins, composites, bonding, post and core, ultrasonic systems, laboratory products and delivery systems. Coltène/Whaledent’s on-going mission is to recognize the unique demands of the global dental market at an early stage and provide high quality solutions to meet those needs.

Throughout its history, the Coltène/Whaledent group has experienced profound growth and success in the dental market through strategic acquisitions, and its commitment to the research and development of new products.

The Coltène/Whaledent dental group was established in 1990, arising from the merger of Coltène AG of Switzerland and Whaledent, Inc. of the USA. Whaledent, Inc. was founded in 1956 as a manufacturer of dental prosthetic products. Coltène AG has been producing impression materials and filling systems since the mid-sixties. Together, with greater than eighty years of expertise in high quality dental product manufacturing, a formidable dental company was formed.

In 1997, Coltène/Whaledent acquired the dental division of Hygenic, which is recognized worldwide for their dental dams, gutta percha, paper points, waxes and acrylic resins. The acquisition of Hygenic broadened Coltène/Whaledent’s expertise and product lines in the areas of endodontics and dental lab products.

In 1998, Dentronix Inc. was acquired, adding hand-crafted orthodontic pliers to Coltène/Whaledent’s growing list of products, as well as complete systems for cleaning, sterilizing and maintaining orthodontic instruments.

With the acquisition of Diatech AG Switzerland in 2001, Coltène/Whaledent’s areas of expertise were extended to include diamond, carbide and polishing rotary instruments. In the U.S. market, Diatech’s diamond burs are sold under the Alpen™ brand name.

ROEKO GmbH & Co KG became part of the Coltène/Whaledent dental group in 2002. ROEKO’s range of high-quality cotton rolls and pellets, paper points, gutta percha points and specialized dental commodities were the perfect compliment to the Coltène/Whaledent endodontic product line.
In July 2003, Coltène/Whaledent’s World Headquarters relocated into a more spacious facility in Cuyahoga Falls, Ohio USA. This expansion has allowed the company to continue satisfying the growing requirements of its customers, while providing the means to meet the ever-growing demand for its products. This new facility doubled the production capacity for Whaledent, Hygenic and Dentronix products, and serves as home to the World Headquarters offices.

Today, more than 900 employees continue to build on the Coltène/Whaledent success story. Through its production facilities in Europe and the United States, its worldwide sales organization and network of experienced trading partners, Coltène/Whaledent is able to provide first-class dental solutions.

This success is accomplished through business “Centers of Excellence” which focus on clearly outlined fields of dentistry. Each “Center” maintains its own product management team, offers professional services, and supports the trade and sales representatives through its marketing department. This type of business organization enhances Coltène/Whaledent’s ability to cater to unique market needs and demands, and to offer innovative brand products to specific fields of dentistry. Coltène/Whaledent’s products are held in high esteem by practitioners and specialists alike, and are found in dental offices, universities and laboratories around the world.

For the future, significant investment in research and development will continue, and Coltène/Whaledent will add to its list of dental product “firsts”. In 2005 this will include GuttaFlow®, the first flowable combination gutta percha/sealer obturation material that does not require a heater; and a new non-invasive VPS material for temporary retraction of the sulcus.

Coltène/Whaledent is looking forward to continuing to supply dentists and specialists with the high quality and comprehensive dental solutions they have to expect.

More than 720 dentists, technicians and dental assistants from over 20 countries attended the 2nd Swiss Symposium on esthetic dentistry in Montreux, Switzerland this past spring, sponsored by Coltène/Whaledent. The next symposium will again be in Montreux, Switzerland on May 6th and 7th. If you are interested in attending, please send an email to Sandra Schegg at schegg@coltenewhaledent.ch for more information.

Continued on page 22
The history of Coltène/Whaledent's success is based upon its ability to meet the needs of dental professionals around the world with high quality, innovative solutions. Below are some of Coltène/Whaledent’s "product firsts", demonstrating why they are a leader in the dental industry.

To provide a reliable link between restorative materials and dentin, Coltène/Whaledent was the first to design a complete line of TMS® (Thread Mate System) pins. These easy-to-use, self-threading pins are manually inserted. The TMS® design was further enhanced with the introduction of the TMS LINK PLUS® pin series, which offers the end user the capability to mechanically insert the pins with greater ease and accuracy.

The Pindex modeling system provided a revolutionary advance in laboratory procedures. The Pindex drilling unit with short and long modeling pins created a new standard in parallel drilling for die modeling accuracy, retention and precision. The Pindex system has become the most widely known modeling system in the world.

In order to provide easy-to-use and precise post systems for a range of restorative needs, the ParaPost® Post Systems were developed. These were the first standardized, highly retentive post systems accommodating all technique needs: Passive, Active, Casting, and Esthetic/Metal-Free (Fiber). ParaPost Post Systems include drills that are color-coded, depth calibrated and compatible with each system. The ParaPost Post Systems are the most used post systems in the world.

Recognizing the need to easily identify the various sizes of gutta percha points, HYGENIC® SpectraPoint gutta percha points were introduced. The first gutta percha points to be color-coded to match ISO colors used for file and reamer handles, SpectraPoint® gutta percha points provide easy identification of canal instrumentation when retreatment is necessary.

Wedjet™ Stabilizing Cord was developed as a convenient alternative to using clamps to secure dental dams. It is comfortable for the patient and disposable.

The creation of Fiesta Color Coded Clamps enabled easier identification of dental dam clamps. These clamps include a non-reflective matte finish for better visibility. An autoclavable organizer storage rack which comes with the clamps enhances sterilization and ease of use.

With the development of PRESIDENT® Impression Material, Coltène/Whaledent introduced the first high performance VPS A-Silicone material. PRESIDENT gives the practitioner greater flexibility as well as improved impression accuracy.

To help eliminate voids and marginal distortions of impressions, the next generation VPS impression material, AFFINIS™, was developed. This material with its unique chemistry provides exceptional wetting ability in a moist environment. AFFINIS has a self-merging action which envelopes the moist tooth structure and gingival tissue while its hydrocolloid like flow assures optimum detail.

To meet the dentist’s need for a smaller profile, easy to handle, less wasteful dispensing system, Coltène/Whaledent introduced a 25ml-dispensing system that reduced the dispensing gun profile while syringing in the oral cavity. The MicroSystem® also reduced material waste by 50% from standard sized systems.

The System 75™ Dispensing System was developed to deliver the right amount of tray material to best match the delivery of the standard 50ml wash material. The 75ml of material can fill 2 full arches or 4 quadrants.

The BioSonic® ultrasonic cleaner was the first ultrasonic cleaner specifically designed for the dental office. This expanded the usefulness and efficiency of ultrasonic cleaners. BioSonic ultrasonic cleaners include the ability to perform simultaneous beaker and basket cleaning, closed lid operation to reduce harmful airborne aerosols and a sound absorbing durable plastic housing for quiet operation.
The JET BITE Spreader tip provides the end user with a bite registration material that is easy to use, accurate and minimizes waste. This flat applicator tip applies bite registration material in a flat ribbon to fit the width of the occlusal surface. Width and depth are ideal for minimizing waste.

Coltène/Whaledent made material dispensing easier and less wasteful with the introduction of the QUADRO Mixing Tip. QUADRO Tips are shorter versions of the standard mixing tip, and are designed for use with higher volume/higher viscosity Heavy Body and MonoBody impression material. The shorter design reduces the extrusion force and material waste while assuring proper mixing.

The first ergonomically designed scaler insert grips were developed to provide the hygienist with a more comfortable scaling process. The insert's trilobe designed grip creates a more natural feel in the hand than traditional round grips. These inserts were improved further with the introduction of Coltène/Whaledent's SuperSoft™ grips, which enhance tactile sensitivity while providing an extra soft, cushioned grip for maximum comfort.

Responding to the need for a retraction cord that was easy to place in the sulcus, ROEKO Stay-put Retraction Cord was created. It is the only retraction cord with an ultra fine copper cord imbedded in a woven cotton and nylon cover, allowing it to adapt easily around the preparation without lifting.

ROEKO was the first to develop a thin, firm-walled cotton cap with a hollow center to fit over the preparation. ROEKO Comprecap Compression Caps keep the preparation dry, stops the bleeding by compression, and keeps the retraction cord or material in place.

In response to many requests for a cotton roll that could be used in more demanding situations, ROEKO Parotisroll was introduced. Designed with a thin plastic core, this absorbent cotton roll fits the contours of the oral cavity making it ideal for orthodontic and cosmetic dentistry.

To eliminate the guesswork of shade selection, Synergy® was the first duo shade composite-concept to feature 2-in-1 Vita™ shading. One Synergy Duo Shade covers two Vita shades. Our six Synergy Duo Shades cover the most popular Vita™ shades: A1/D2, A2/B2, A3/D3, A3.5/B3, A4/M5, and C2/C3. This 2-in-1 system makes shade selection easier while minimizing inventory.

To eliminate post-operative sensitivity, Coltène/Whaledent developed the first water-based adhesive bonding system with fluoride release, A.R.T. Bond. It's water-based, self-conditioning primer is solvent-free, minimizing technique sensitivity. A.R.T. Bond's multi-functional indications make it the ideal bonding system for various restoration techniques and materials.

Coltène/Whaledent followed A.R.T. Bond with OneCoat Bond, a water-based bonding system featuring the first gel consistency in a bonding agent. This provides the dentist with precise application without running or dripping. One tiny drop is adequate for the largest cavity preparation. And because a one-coat application is all you need, it makes OneCoat Bond very economical for practitioners.

To further simplify bonding procedures, Coltène/Whaledent recently introduced the new OneCoat Self-Etching Bond, which is also a water-based formula and virtually eliminates post-operative and technique sensitivity. It produces a smooth, continuous hybrid layer to ensure a secure, lasting bonded restoration.

RoekoSeal Automix was created to save time, decrease air bubbles, and homogeneously mix root canal sealer components. This insoluble root canal sealer has excellent flow properties, low film thickness and is biocompatible.

Obturation systems using heat experience shrinkage once the filling material cools, creating the potential for leakage in the root canal. GuttaFlow™ was developed as the first cool, flowable gutta percha root filling system which does not shrink, ensuring a tight seal. GuttaFlow™ also combines sealer and gutta percha in one, saving time. GuttaFlow will be available in late February 2005.

To learn more about our products and services please contact us at 1-800-221-3046 or visit www.coltenewhaledent.com.