

The Full Spectrum of Dental Solutions

Teresa May, Vice President KaVo North America



Danaher has entered the dental market in the last two years by acquiring KaVo, Gendex, DEXIS, and most recently Pelton & Crane. Many questions are being asked about the role this large company and its strong brands will play and the impact on the dental community. The answers arise from Danaher's guiding principles of acquiring and building successful brands, and the company's commitment to growth and innovation in the markets it serves.

Supportive Structure for Continued Success and Growth

Danaher is a leading global manufacturer with a worldwide workforce of approximately 40,000 employees. With a broad offering of products and services, Danaher's business activities are focused in three segments: Professional Instrumentation (Environmental, Medical Technology and Electronic Test), Industrial Technologies (Motion and Product Identification) and Tools & Components (Mechanic's Hand Tools).

How does Danaher succeed in such a broad array of markets? The answer is the Danaher Business System (DBS), a proven method that drives every aspect of Danaher's culture and performance. DBS is a constant cycle of continuous improvement focused on the customer and driven in part by the company's core values. By constantly tying back to the company's core values, making customers the ultimate focus of all activities, setting targets and measures along the way, and creating an overarching system to execute all of the above, DBS provides a sustained, repeatable method for success.

Danaher's history is one of taking strong businesses and making them stronger, an approach that is being applied to the dental acquisitions. Identifying leading brands like KaVo that have additional opportunities to grow, Danaher seeks companies that can individually stand on their own. In totality; however, KaVo, Gendex, DEXIS and

Pelton & Crane work together to present a full spectrum of dental solutions. Danaher believes that offering top-notch products that the market demands will best enable the dentist to deliver the optimal benefit to the patient.

"We believe in our ability to strengthen and add value to our already strong dental brands," explains Phil Knisely, Executive Vice President of Danaher. "By continuing to support KaVo and our other brands as independent businesses, while at the same time having them work very closely together, we are able to deliver the best array of options to the dentist and the patients they serve. This may seem to be a nontraditional approach, but our success has been proven time and time again in other industries. Our customers know KaVo, they know Pelton & Crane. They don't know Danaher and that's just fine with us. We want the focus to be on our great dental companies that are leading the industry with innovative products."

Meeting the needs of the current technological revolution in dental offices, key products range from KaVo's air and electric handpieces to Gendex's and DEXIS' digital panoramic and intraoral imaging systems to Pelton & Crane's ergonomically designed chairs. On the horizon are new products that will reduce or eliminate pain for the patient and offer additional efficiency to dentists and their staff.

Underlying all of these products and services is the focus on the person who matters the most – the customer.



Understanding the Customer Segments: Patient, Dentist and Distributor

The dental industry is comprised of several customer segments, each equally important to ensuring the development and availability of top-quality products that help the dentist to perform his or her job and improve the patient experience. Three key segments that are the focus of all the Danaher dental companies: the distributor, the dentist and office staff, and the end-user, or patient.

Driving the relationship with this diverse customer group is a fundamental belief in understanding the customers' needs and wants. By working with distribution partners, Danaher learns how to offer solutions to its customers in dental offices. Listening and learning from dentists and their staffs, Danaher is able to identify needs and develop new technology to address those desires. The success of a dental office is directly related to the equipment and materials they use; and KaVo, Pelton & Crane, and the other brands are committed to delivering exactly that.

An embodiment of this commitment is seen in a program with KaVo. KaVoCare (KaVo Caring About our Relationships Everyday) starts with the dental representatives who are in the field and respond to distributor and dentist/patient needs. By having a line of products that offer solutions for those seeking reliability, durability and efficiency, the relationship between the "face" of the company and key customer segments is strengthened. Before and after the delivery of product, customer service is available to provide answers to customers' questions and offer support and services that customers learn to rely on. This process maintains the company's focus on serving all customer segments, and ultimately creates a happy dental patient.

Jim Breslawski, President and COO of Henry Schein, Inc., explains, "Danaher has a strong reputation as a high-quality manufacturer in other industries and is proving itself within the dental industry as well. By taking the time to listen to both distributors and

dentists to best understand key needs, Danaher and its individual companies are helping the dental practitioner maximize the efficiency and productivity of his/her practice, while at the same time providing the best quality dental care."

At the end of the day, if a company can improve the experience and increase the comfort of the dental procedure, a happy patient leaves the dentist's office with a healthier smile. Ultimately, it is the person in the dental chair who is the end user of these products. By working together with the complete chain of supply and delivery, all parties are successful and happy.

"As a company focused on continuous improvement, we'll always be striving to do better," said Knisely. "We are working to establish ourselves as a company that is easy to do business with. We believe that with a strong service foundation, we can focus on our most important customers—the dentist and the dental patient—to create innovative products that improve the dentist's productivity as well as the office experience and the health of the patient."

Market-Leading Products

To best service the dentist and the dental patient and deliver an optimal patient experience, the Danaher dental brands are committed to delivering top-notch products. Offering a full portfolio of dental solutions to dentists, dental technicians, dental schools and government entities, specific products and services provided by KaVo, Pelton & Crane, DEXIS and Gendex include air and electric handpieces, treatment units and cabinetry, conventional and digital radiography equipment, intraoral cameras, lasers, diagnostic devices, CAD/CAM systems and laboratory products. All of these innovative products were designed with the intent of increasing ease-of-use by the dental professional and providing the optimum benefit for the patient.

Each company has its own expertise and niche within the dental industry.

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KaVo

Kaltenbach and Voigt (KaVo) has been an established and trusted name in the dental community since its inception in Germany in 1909, and continues to retain its German heritage, with several production locations in that country. Known for its dental handpieces, KaVo has been able to expand upon that growth to become an innovator in high-tech dental equipment, providing diagnostic systems, treatment units, laboratory handpieces and digital imaging dental products. Key products include:

- GENTLEsilence LUX 6500B – This new handpiece will be available in the fall of 2005. With only 57db(A) and supported by 19 watts of power, this high-speed is designed to significantly reduce the noise level within a dental office while providing superior power and torque. Its compact head and patented angle combination improves access while the four-port water spray increases bur life and comfort for the patient.
- ELECTROtorque plus – With one of the shortest and lightest electric motors on the market, this brushless electric handpiece system allows for more precise preparations and provides a quieter performance. Run through a small air-activated control box, the system can be retrofitted to any existing delivery unit.
- PROPHYwiz – PROPHYwiz is the lightest handpiece on the market and is designed to reduce user fatigue for the hygienist. Its smooth, quiet operation ultimately improves the patient experience.
- DIAGNOdent – This laser detection aid is able to penetrate below the tooth's surface to identify and quantify caries lesions. Diagnosing hidden lesions or evaluating stained grooves increases treatment confidence for the dentist and benefits the patient with earlier detection and smaller restorations.

Gendex

With lineage that dates back to the late 1800s, when x-rays were first introduced, Gendex has established itself as a worldwide leader in digital imaging. Gendex offers a complete range of radiology and imaging products for both traditional and digital applications that partner well with the KaVo product line. With a continuing commitment to research and development, production and distribution of imaging equipment



KaVo GENTLEsilence LUX 6500B high-speed handpiece.



Gendex Orthoralix 8500 digital- or film-based panoramic x-ray.

for the dental market, Gendex products include intraoral and panoramic x-ray units, digital radiography systems, intraoral cameras and other imaging accessories. Key new products include:

- Orthoralix 8500 – Available in either film or digital, this entry-level panoramic x-ray provides superior imaging performance due to the multi-motorized rotation and extremely small tube head focal point of 0.4 mm. The digital version offers improved efficiency by eliminating the need for a dedicated computer and facilitating a connection to the office network.
- VisualiX eHD – This digital intraoral sensor relies on advanced technology to provide superior image quality and uses an ergonomic design to maximize patient comfort. High definition images are instantly available with the help of the sensor's USB2 connection which also eliminates the need to have a separate docking station in each operatory.
- DenOptix OST – This new PSP system allows for rapid scanning with wireless, flexible imaging plates. Its ability to scan various image sizes in a single scan can also maximize practice efficiency.

DEXIS

Widely recognized as the technology leader in digital imaging, DEXIS built its strength and position through strong commitments to client relationships, driving innovation and world-class customer care. Since its European inception in 1995 and the 1997 US launch, DEXIS has a proven track record of pioneering uncharted territories, as evidenced by its key products:

- Laptop Digital X-Ray – DEXIS engineered the world's first hot swappable capture card – providing the first portable and affordable network solution to the dental practice.
- PerfectSize sensor – This product makes it possible for dental staff and clinicians to comfortably replace film with a single, rounded corner sensor, eliminating the need for multiple-sized sensors, multiple Rinn kits and with it, the high cost of transition.
- ClearVU – With its patented algorithms, ClearVU radically eliminated the perception that digital radiography lacked diagnostic quality. Utilizing mathematical equations to intensify contrast, pathologies unable to be seen on film came to life.

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Pelton & Crane

One of America's fastest growing dental companies, Pelton & Crane still traces its roots back to 1900 when a dentist (Dr. R. M. Pelton) enlisted the help of a friend who was an electrical engineer (Mr. Crane). Together, they developed a furnace to bake porcelain inlays. Today, the company is based in Charlotte, NC, and its commitment to innovative product design has firmly positioned the company as one of the leaders in the dental market.

Historically part of Pelton & Crane, Marus Dental is a key brand within the Danaher dental business and is an equipment manufacturing company based in Newberg, OR. Marus has offered dental professionals quality dental products at an affordable price for over 25 years. Marus continues to evolve and improve its design expertise, manufacturing practices and dealer network by offering a complete line of dental equipment including dental chairs, delivery systems, lights and cabinetry.

Pelton & Crane offers a full array of office equipment, including dental chairs and delivery systems, cabinetry and sterilization equipment such as:

- Spirit 3000 Chair – This chair was designed with ergonomics and the changing dental market in mind. Pelton & Crane worked with the American Association of Women Dentists to develop a chair that meets the needs of the female practitioner. The narrow back and supportive arm rests allow maximum access to the oral cavity while the contemporary design gives it an upscale attractive look. Dual touch pad controls are integrated into the arm supports and angled toward the doctor for convenient accessibility.
- ErgoSoothe – This first fully-integrated massaging comfort system targets the upper and lower back for a whole-body relaxation experience. Utilizing the office's compressed air creates a gentle kneading sensation that can be used during procedures. ErgoSoothe is integrated into the chair which allows the chair to maintain its thin profile.
- Solaris Sterilization Center – Designed to streamline the process of sterilization by making it easier, safer and less time consuming, the Solaris Sterilization Center follows CDC guidelines, featuring dividers separating each stage significantly reducing the potential for cross-contamination and creating a visible border that clearly defines each stage. The sterilization tower features lowered shelf



Pelton & Crane Spirit 3003 dental chair.

height for better ergonomics which can reduce fatigue and the risk of injury. With an integrated water purifier for water bottles and sterilizers, the sterile storage area offers a pull-out 180 degree swivel wire rack system that provides easy access to clean instruments.

"Danaher has brought investment and manufacturing expertise, along with time, energy and resources to improve their brands," said Chuck Cohen, CEO of Benco Dental. "They are working to take all of their brands to the next level by listening to what the customer and dentist want and need. These priorities have allowed the company to remain consistent in delivering excellence."

"Commitment is more than just words," adds Michael Norton, Director of Equipment at Burkhart. "Since acquiring KaVo and Gendex, Danaher has been extremely proactive in working with Burkhart to understand how they can better improve and support us in helping our clients succeed with their products. They have reduced turn around time on KaVo handpiece repairs and made extensive and professional product training available to all Burkhart Associates. We look forward to work-

ing with Danaher as they grow as I am sure they will provide Burkhart with the same level of commitment they have shown with KaVo and Gendex products."

Danaher's Vision for Dental Excellence

The Danaher family of dental brands—KaVo, Gendex, DEXIS and Pelton & Crane—will continue to deliver its existing businesses and products, and is keeping an eye on the future to anticipate change and best serve the needs of the industry.

"We are currently experiencing a very interesting time in health-care as a whole," Knisely explains. "Patients are becoming more involved in managing their own health, and this extends to their oral health. We are focusing our research efforts on new technologies, such as minimally invasive and prophylactic treatment methods, to allow the dentist to provide the patient a better experience and earlier detection."

With competition stronger than ever, the Danaher family of dental brands will continue to deliver high-quality products and rely on the strength of its brands to maintain a leadership position and continue to grow.

For more information on Danaher, please visit www.danaher.com.

To reach Danaher's dental brands contact:

Marus Dental
www.marus.com
800-304-5332

KaVo Dental
www.kavousa.com
888-528-6872

Gendex Imaging
www.gendex.com
888-275-5286

DEXIS
www.dexray.com
888-88DEXIS

Pelton & Crane
www.pelton.net
800-659-6560