

You Should Know



Dan Castner, the new CEO of Forestadent USA, updates Orthotown readers on the changes and expansions within the company. We think you should know what's new!

Most Orthotown readers already know Forestadent, but give us a quick recap – What does Forestadent do?

Castner: Forestadent is one of the oldest precision manufacturing companies in orthodontics. We are a third-generation, 106-year-old family-owned business dedicated to partnering with orthodontists around the world. In the U.S., we are better known for our wide variety of orthodontic lab products; however, we are quickly gaining notoriety for our orthodontic appliance systems.

What compelled you to join Forestadent?

Castner: After spending more than 20 years in the orthodontic industry working for Sybron Dental, and more recently as president of Lancer, I took five years away from the orthodontic business working in private equity. During my tenure in private equity we purchased and consolidated contract manufacturing businesses around the world, so I have been in many manufacturing operations.

From the first time I visited Forestadent's facility in Germany, I noted a vast quality in the processes, controls and standards that Forestadent follows.

More importantly, coming to Forestadent got me back into a business which I love. After working in a variety of corporate management positions over the years, it is refreshing to work for



Forestadent plants situated in Phorzheim, Germany

Dan Castner, CEO of Forestadent USA

Forestadent

by Chelsea Knorr
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a family-run company that shares the same passion I do about the orthodontic profession.

What is the philosophy at Forestadent?

Castner: We are dedicated to listening to our customers! The orthodontists, orthodontic lab technicians and orthodontic staff are Forestadent's best judges of success. Forestadent manufactures all of its own products – which allow for better quality control. Our recent new product introductions support this philosophy. Forestadent's BioQuick Bracket lines were developed in concert with orthodontists and their staffs who tested, evaluated and collaborated on what is now in its fourth generation.

You are currently doubling the size of your main facility. Tell me about your facility in Germany, and what's new.

Castner: Forestadent has enjoyed rapid growth in the last decade. To continue to support that growth, we are investing in new manufacturing technology, tooling and green manufacturing initiatives. Our plant expansion is a key part in allowing us to support our growing customer base and the new technologies we are developing.

Our current plant situated in Phorzheim, Germany, has been modernized over the years to keep up with the advancement of technology and current market trends. The new facility is a like-size five-story building adjacent to our current plant. The 47,000-square-foot expansion is planned to

be completed in the fourth quarter of 2013, and will allow us to make room for new capital equipment and allow for important improvements in our facility's layout.

Phorzheim is a town in the state of Baden-Württemberg, Southwest Germany, at the gate to the Black Forest, with a population of about 120,000. Pforzheim is well known for its precision manufacturing in the jewelry and watch-making industries. It has an area of 37.8 square miles and is situated between the cities of Stuttgart and Karlsruhe at the confluence of three rivers (Enz, Nagold and Würm). We invite you to visit!

We have also recently partnered with Roncone Orthodontics International Training and Development Institute. Dr. Roncone and his Founders Group are partnering with Forestadent to further develop new systems, including The Roncone Physio-Dynamic Approach in Orthodontic Treatment.

What does this mean for orthodontists who use your products?

Castner: I think it is more important to ask what it means for orthodontists who have never used our products. For those doctors, we hope they will learn more about Forestadent. Although we are well-known in Germany and Europe, many North American orthodontists only know our line of orthodontic screws, which have long been a core product in the U.S. Forestadent has a very long history of forming close partnerships with our customers. We hope that by letting more doctors know about our company, they will give our products a try.

What's the future like for Forestadent?

Castner: Our future is bright! I came to Forestadent because I am convinced that its dedication and products compete with more recognized companies, some of which I have worked for and helped build.

Over the last four years, economies and consumers have been challenged. Orthodontists have had to tighten their belts and, to some degree, re-evaluate the mechanics and services they provide. We feel that partnering with Dr. Roncone's Teaching Center and new CAD/CAM technologies will lead to great advances in our profession. Our new expanded facility provides an avenue to show our support and dedication to the flourishing future and advancement of the orthodontic profession! ■



Demolding of ceramic brackets