# **DENTURAMICS**

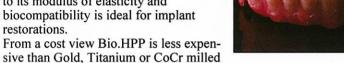
NEWSLETTER

## **High Performance Polymers**

Welcome to the 2016 Newsletter, It is difficult knowing where to start and as all previous newsletters have had themes. This one will have ...Moving forward

We can now introduce our latest step forward which is Bio.HPP

Polymer and Visio.Lign Composite, enabling us to provide the latest in cost effective solutions for full arch implant retained bridgework. This Polymer which you might know as PEEK has been used in medical implants for 30 years and due to its modulus of elasticity and biocompatibility is ideal for implant restorations.



frames and when combined with Visio.Lign composite is not only considerably lighter and kinder to the opposing dentition but is easier to adjust chairside. If you are interested in knowing more just give me a call on 01542 835525 and I can arrange to visit your Surgery and show you this amazing range of materials.



### Private Dentures

On the subject of respect I have taken the decision to change our default private tooth to Vivadent PE. My reasoning was as follows;

Enigma teeth were superceded by Enigmalife in April 2015 and quickly became the tooth of choice. However reports started surfacing in social media of quality issues in the posterior teeth and I felt I had to protect my clients and my labs reputation from any possible future complaints. Some of you may know that Vivadent PE's have been the premier tooth for many years and is on average 10% more expensive than Enigma but I have negotiated a 5% discount from my supplier and I am absorbing the remaining difference so that you are not penalised by this decision. I am sure this change will be welcomed by everyone.

For those Ultra cases we have now launched a new range which offers the new Vivadent S-PE tooth set up on a semi-adjustable articulator and processed in Ivobase injected acrylic which is then customised (teeth and gumwork) using Nexco composite. These dentures carry a fixed price of £500 per F/F.

### Moving forward

2016 is already proving to be the most important year in the life of this 23 year old Laboratory with new products, machines and staff all combining to push the business forward. January saw the arrival of Susan Simpson at reception who has helped dig me out from the mountain of admin I could no longer cope with, and in February Danny McLaren joined us as our delivery driver. For my part I have continued to push myself out of my comfort zone and attend as much courses by the Industry leaders as possible. I have always strived to offer an International level of expertise to the local level and these past years have seen me attain training from Master Technicians from around the world.

## Holiday dates

In trying to improve each and every aspect of the Lab I produced a sheet with the Lab holidays for 2016 . In previous years the Postal service closed on Local holidays but recently changed to Bank holidays. To minimise production disruption Denturamics has followed suit. Please find enclosed this sheet which will allow better planning for our customers .

#### Vertex Thermosens

While everyone was busy taking down their xmas decorations I was down in Cardiff learning about an exciting new product Vertex thermosens . I have found over the years that flexite in certain cases was



too flexible and we had to design out the flex. Vertex being a firm material

eliminates that problem allowing us to design in flex in the clasp region.

I am a big fan of this product and I'm confident that once you try it you will be too. The price is exactly the same as Flexite which we still supply but I envisage the



demand for this to decline once Thermosens becomes more established .This material is easier to adjust chairside and is clinically unbreakable which I think makes it a very attractive option.

#### Price Increase

In 2009 I published a newsletter on the recession theme. I announced that to counter the economic downturn I would reduce my prices, and in the intervening years, despite rising costs, the prices have not altered. As of April 1st, I have had to adjust the prices by a nominal percent. Out of respect for my customers the NHS denture prices have been held back as much as possible by offsetting against repairs and relines and additions. There are some Labs who are playing Russian roulette with their prices but I have no appetite for undercutting work from China. I have always tried to offer good value for money and over the years most Surgeons I've dealt with have respected that . My constant aim is to invest time and money in improving for my clients benefit and ask only that this respect is reciprocated with continued custom.

