



YOU SHOULD KNOW KETTENBACH DENTAL

Dr. Mustafa Shah Khan and Dr. Richard Offutt started Synergy Dental Partners 13 years ago. The subject today is dental impression and restorative materials and their guest is Mr. Ryan Moore, National Field Sales Manager, Kettenbach, USA.

The practice of dentistry requires the dentist to have competency in many disciplines. Clinical competency is only part of the puzzle. The puzzle, however, has many pieces. Today we would like to discuss elastomeric products. The dental supply business is overwhelmingly challenging in the current economy. The dentist must develop critical strategies to purchase world class products at the best possible price.

Synergy Dental had the pleasure to interview Mr. Ryan Moore. Mr. Moore is the National Field Sales Manager for Kettenbach USA. Kettenbach USA is an industry leader in the manufacturing of impression and restorative materials for dental practices. We asked him to provide an overview of the company and follow up with a Q&A session.

Kettenbach is an internationally positioned and well-established company which for decades has attracted attention in the dental sector thanks to its inventions and product innovations. The foundations for efficient processes and successful treatment in dental practices have been established in the segments of dental impressions and restoration. At Kettenbach we are dedicated to accomplishing the extraordinary. We have only one goal in mind: to develop excellent products for our customers. Simply intelligent. Visit www.kettenbach-dental.us or call direct 877-532-2123.



INTERVIEW WITH DRs. SHAH KHAN, OFFUTT, AND RYAN MOORE



Your company motto is Simply Intelligent...what does that mean to me as a potential customer?

This is the motto that sums up all of our efforts: to develop excellent solutions for dental health, with which the work processes in the dental practice can be intelligently simplified. Couple that with German precise, predictable materials sold direct to the practice and you get a very strong value proposition.

Kettenbach has traditionally been known for its elastomer technology for impression materials. What does the future hold for Kettenbach?

We are an inventive and innovative company; I definitely see that enduring into the future. Beyond our elastomer expertise, we will continue to develop and manufacture materials with unique features and benefits for the clinician with a focus on resin technology. For example, Visalys CemCore. CemCore is a permanent resin cement AND a core build up in one material. It simplifies the process and cuts down on inventory. We will soon be advancing our Visalys restorative category and have other surprises coming a little later in the year, so stay tuned!

How is Kettenbach adapting to the rise of digital impressioning?

As I mentioned, our R & D is working tirelessly to bring new and exciting materials to the market. Our direction moving forward is to continue to develop a full line of resin restoratives and composites. In addition, we will be looking to enter the preventive category in the near future and then other areas serving the dental practice.

Everyone thinks of word class analog impression and bite registration materials when they think of Kettenbach. What other product lines and materials should dentists think about when they think of Kettenbach?

Clinicians should view Kettenbach as THE source for predictable resin restoratives. At the moment, our TEMP, Core, and CemCore make up our Visalys resin line. Other popular products include Mucopren Soft, a permanently soft chairside relined material and the Airway Metrics system used to determine the optimal treatment position for oral appliance therapy.

How has the partnership between Kettenbach and Synergy helped restorative dentists in general?

The steadfast relationship between Kettenbach and Synergy has, and will continue to acquaint clinicians with award-winning, reliable materials at an attractive price. And, in adopting Kettenbach materials, the dental process becomes simplified and the results become predictable.