

The flight number Bredent UK

Imagine getting on an airplane for the first time

You have been told what a great experience it is, you know that you will be hundreds of miles away in a matter of minutes or maybe hours and you think to yourself Wow! You have always wanted to try it and the build up is amazing, and the holiday on the other side is what you have been preparing and focussing on for months but stood in front of the huge airplane you think 'That is never going to stay up!'

But it does

You get on and it is like a big comfy bus, but with your own seat, and fairly polite cabin staff. It takes off, and you hang on to your seat and the ride is smoother than you expected. Soon you are up there above the clouds, enjoying yourself feeling fairly relaxed with a glass of wine until the 'Seatbelt' sign comes on and there is turbulence on the way. You look round and nobody is alarmed, and the cabin staff are still serving and you think 'It'll be ok' but the heart is beating as you remember the size of the plane, and how high it is and how far below the ground is, plus the 'plane crash investigation' shows that you know you should not have watched . . . the ride suddenly gets bumpier and you grab on to your seat . . .

Does this sound like setting up and running your own business?

- It did for us with Bredent UK.

Our journey is still continuing with all the pitfalls that it brings as we hang on to our seats through the turbulence of the future flights and the rude cabin staff and less than perfect holidays but thoroughly enjoying the ride with new people and experiences that this adventure brings.



The Facts

Bredent is a German based company with more than 200 employees (based in Senden, Germany) from the areas of research, development and production. 96% of all Bredent products are based on the ideas of dental technicians and are supplied to over 80 countries of the world.

The Past

Bredent products first appeared in the UK some 10 years ago but the profile was minute until Ivoclar Vivadent took the agency on. Being supplied by Ivoclar Vivadent meant the exposure of Bredent products significantly increased and also perfectly complemented the Ivoclar Vivadent porcelain, metal and metal-free product portfolio. Just over a year ago, due to Ivoclar Vivadent restructure, Peter Stubbings and Maja Jackson set up Bredent UK Ltd. as sole suppliers of Bredent products in the UK. Since then the number of Bredent products sold in the UK has doubled.

The Present

Currently Bredent UK employ Peter Stubbings (director - South field based), Maja Jackson (director - office based), Claire Ledger (Customer Services representative - Office based) and Mervyn Davison (Northern Territory Sales Representative - field based).

The past year has seen:

- The introduction of Bredent Buyer bi-monthly promotional bulle, which is being distributed to over 900 laboratories, colleges and hospitals around the UK
- A further increase in the profile of the company and product range through advertising, joining the DLA, exhibitions and seminar attendances
- Particular attention to the quality and speed of response to customer queries
- Increased collaboration with other companies running courses, especially implant
- Embracing new ideas and ways of promoting Bredent products (we are always open to new ideas you may have!)

The Future

We are getting in touch with all the laboratories to see how we can help them improve their business, so if you would like to see our new Catalogue (supposedly the best one around - in the words of our customers!) please ring us on 0870 241 8865 and we will be happy to help.

Perfect solutions

Spot Clips - Artery clip with spot-shaped holding area makes problems with holding ceramic veneers a thing of the past. Only the tip of the pin touches the facial surface of the veneer while the larger area is holding the fitting surface. Held securely the veneer will not fly across the room or fall on the dusty floor just as you have built it up or stained it. It is also suitable for collarless crowns, and intricate inlays where fingers are just not small enough!

Ceram-Bond (premixed Chrome Cobalt Bonding agent) - Originally designed for bonding ceramic to Cobalt Chrome and overcoming the different CTE values of alloy and ceramic but today used for applying any porcelain onto any alloy. It is applied as a fine layer (10-20 microns), fired once and forms a perfect bond with the opaque of any porcelain. It is tooth coloured, when fired, contributing to masking out the darkness of the alloy so wash opaque layer can be omitted. To apply Ceram-Bond you do not need any extra procedures or equipment for processing.

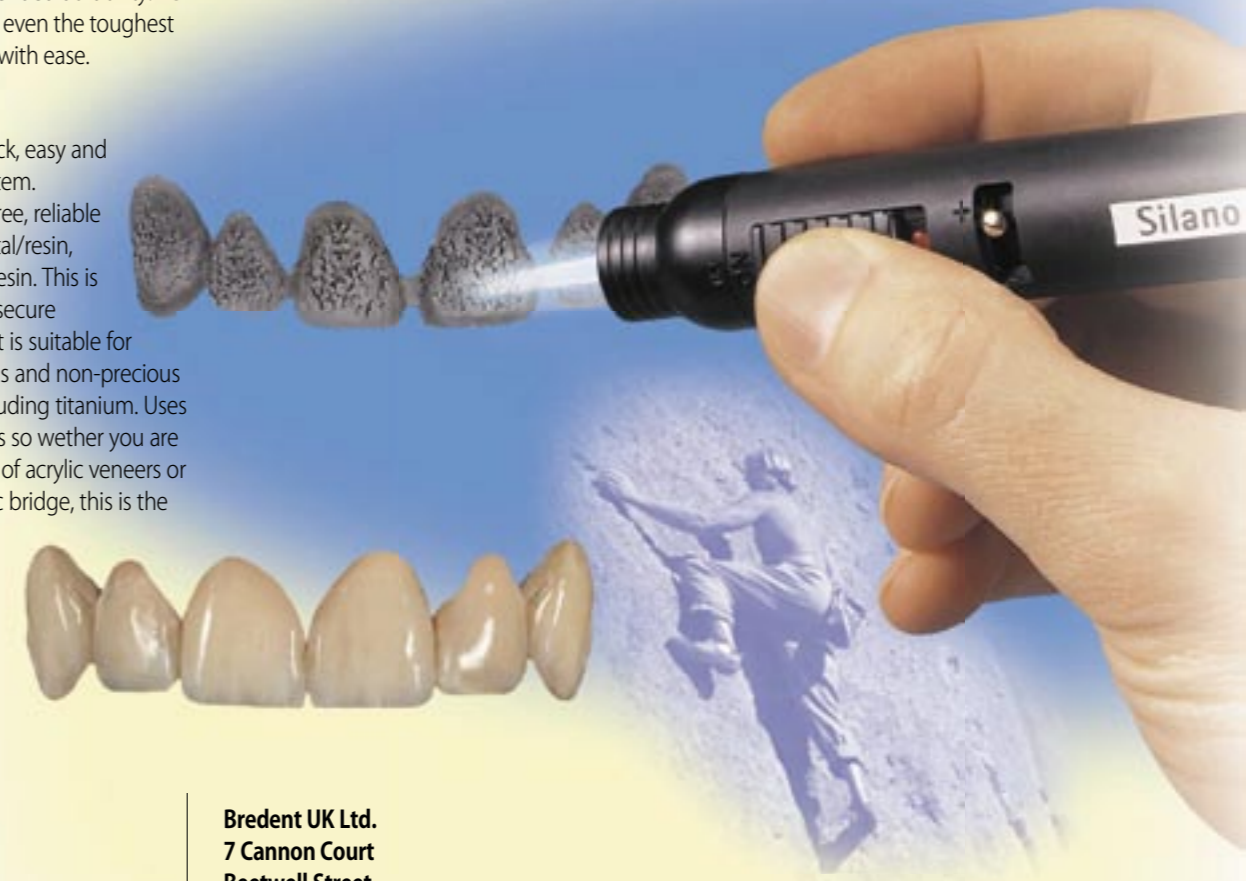


Airaqua turbine - Handy, compact unit with a lightweight handpiece for precise processing of hard materials such as high-performance ceramics (sintered zirconium oxide), pressed and metal ceramics. High speed turbine can be used with or without water and the lubricant is supplied directly into the bearings. The handpiece features a special adapter and can be used with angle handpieces, turbines and air motors with the same standard.



FG-Diablo - First-class sintered diamond grinders for use in the turbine (high speed micromotor) or in the ordinary handpiece with an FG adapter. This is an economic system of grinding tools with razor sharp diamonds, self-regenerating grit and extended durability. FG-Diabolos will cut through even the toughest materials effortlessly and with ease.

Silano-Pen - Safe, quick, easy and inexpensive bonding system. Silano-Pen ensures gap-free, reliable chemical bonding of metal/resin, ceramic/resin and resin/resin. This is the simplest method for secure bonding on the market! It is suitable for all precious, semi-precious and non-precious alloys on the market, including titanium. Uses of Silano-Pen are limitless so whether you are creating a brand new set of acrylic veneers or repairing a metal/ceramic bridge, this is the system for you.



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