



Press release

PRIMA DENTAL TO BUILD DEALER RELATIONSHIPS AT IDEM WITH WORLD LEADING BURS AND POLISHERS

Prima Dental, leading manufacturer of dental burs and polishers, is once again exhibiting on the 13th to 15th April at the IDEM Dental show in Singapore.

Prima Dental are best known for their Predator single piece Metal Cutting burs, shown to be the strongest and fastest in the world. This strength and speed results in less chatter and less pressure required to cut through a tough metal crown. Giving both the dentist and patient a more comfortable procedure. Prima also manufacture a unique Zirconia Crown Cutting bur and are the only supplier of Sterile Single Use Polishers. Their extensive range is full of standout products used in over 90 countries world-wide.

With a highly active research and innovation department Prima are regularly revisiting existing bur designs to ensure they apply new findings to all. This, paired with their state of the art facilities and Swiss made cutting machines, means that Prima can boast the best burs in the world for both everyday operative and specialist procedures.

“We are driven by the pursuit of better. That means that we are always looking for opportunities in market to be a better partner to our distributors as well as creating new burs and improving those that we know are already well accepted in market.” Commented Prima’s Managing Director Richard Muller “Our Predator PR2T is on its third generation of tooth geometry despite having lead the market since its launch.”

High performing products need to be supported by a high performing team and Prima Dental has just that. Their attitude toward partnership has seen dealers benefit from double digital sales growth. From understanding their dealers markets and their portfolios to creating training guides and reusable content for the sales reps. Prima understand that their job doesn’t finished when they make a sale, it’s a loop of customer satisfaction from the dealer to the dentist to the patient.

Visit Prima Dental on stand 4A-25 to discuss how you can partner with Prima to achieve increased sales in your market.

ENDS

Note to editors:

A winner of a Queen’s Award for Enterprise for International Trade in 2014, Prima Dental is a world leader in the design, engineering and production of top quality precision dental instruments. It exports to over 90 countries with growing markets in the USA, Europe, Middle East and Asia-Pacific. It is the world’s fastest growing carbide bur (drill) manufacturer and has gained an international reputation among leading distributors, practising dentists and academics for being at the cutting-edge of its industry.

Prima Dental’s production base is at Waterwells Business Park, Quedgeley, Gloucester GL2 2HA, United Kingdom. Further details can be found at www.primadental.com

Media enquiries:

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