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their respective specialized fields, leading to the enhancement of the business effectiveness, market presence and corporate value of all three companies.

Melonakos said, “Mr. Negoro’s insight and vision for the future will also be critical to lead the transfer of technology and collaborations between Shofu, Mitsui and Sun Medical.”

With a joint task force, Shofu, Mitsui and Sun Medical plan to promote the development of new products in the dental field, optimize manufacturing technology, explore new advancements in materials technology and enhance chemical products currently in development.

President Negoro said, “Our goals remain unchanged, which include speeding up the development of new products and expanding our business globally.”

Melonakos added, “This is a sign that Shofu recognizes new product innovation as one of the most important components of success and growth in the future.”

For more information, please call Shofu at (800) 827-4638 or visit www.shofu.com.

Pulpdent launches new Web site

Pulpdent has launched a comprehensive new Web site that offers clinical information and case studies, as well as in-depth information about Pulpdent’s proven products for dental professionals. The Web site can be found at www.pulpdent.com.

The Pulpdent Web site is easy to navigate and includes articles and other educational content, news and events and product information. Product pages include a product overview, instructions for use, MSDS sheet, and in many cases, related articles and studies, frequently asked questions, and illustrated step-by-step clinical procedure instructions. There are PowerPoint presentations for many of the products.

“We wanted the Web site to be informative and easy to use,” said Ken Berk of Pulpdent, “but above all, we wanted it to be a place dental professionals will enjoy coming to. It’s like a dental amusement park.”

Visitors to the Web site will find a link for signing up to receive the free Pulpdent informational e-newsletter and an archive of past newsletters. Customers can also place orders for Pulpdent products on the Web site, and Pulpdent will forward the order to the customer’s preferred dental dealer for processing. For more information, call (800) 345-4542 or visit www.pulpdent.com.

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