

A-dec celebrates 50 years of “quality through caring”

A-dec is proud to announce its 50th year as a dental equipment manufacturer.

Founded in 1964, A-dec celebrates a half-century of “quality through caring” with gratitude for customers and dealers, suppliers, and the community at-large.

Today, A-dec’s 50-acre Newberg headquarters is home to more than 1,000 employees who manufacture and market equipment to dental professionals worldwide. A-dec also has facilities in the United Kingdom, Australia, and China, which support an extensive network of authorized dealers in more than 100 countries worldwide.


“Although the world has changed over the last five decades, our values have never wavered,” says A-dec President & CEO Scott Parrish. “Quality through caring impacts how we think as a company and also serves as a cornerstone in our pursuit to make the best better.”

Parrish also explains that the company views the anniversary as an opportunity for employees to inspire one another, and to ensure its reputation for quality continues to flourish.

The company pioneered many of the innovations used in dental treatment rooms today, which include the evolution of patient chairs, delivery systems, and dental lights. For clinical handpieces, A-dec partners with global leaders such as Austria-based W&H.

Ken and the late Joan Austin were responsible for producing and patenting dentistry’s first vacuum saliva ejector, which served an important role in the advent of sit-down dentistry. The 1964 innovation would replace the era’s cumbersome belt-drive devices.

A-dec also introduced the first compact delivery system, revolutionizing how doctors are able to treat patients more efficiently and ergonomically.

“A-dec began with a simple idea,” says co-founder Ken Austin, who continues to be involved with portable equipment designed for mobilizing treatment to under-served populations. “Our approach then and today is to create a better solution that’s simple and easy to use, and to treat every customer as if he or she were our last.” 

About A-dec

As the world’s leading manufacturer of dental chairs, delivery systems, and dental lights, A-dec provides reliable dental equipment solutions to better the lives of dentists and their patients around the world.

The A-dec campus in Newberg includes state-of-the-art manufacturing facilities and the A-dec Education Center dedicated to learning and discovery. A-dec facilities in the United Kingdom, Australia, and China help support an extensive network of authorized dealers in more than 100 countries worldwide.

Peter J. Doubell (CEO Sci-Vision Medical)

Dentistry is in a very exciting place right now and Sci-Vision is well positioned to support you with leading technology and training to benefit you and your practice.

Our technology and team of experts aim to add value in the following ways:

- TIME – Whatever saves you time, makes you money!
- QUALITY – In this age, quality should be a given – we will help you to bring this to your patients.
- FUN – You spend many hours at work, so best make it fun for all – you, your staff and very importantly your patients!

We congratulate:

- Dr Frits Hoogendijk (Max Fac, Pretoria) on being the first in South Africa with the latest generation Planmeca **Promax 3D Mid CBCT** X-ray unit.
- Dr Nico Verloop (General Practitioner, Pretoria) on being the first in South Africa with the newest generation **Biolase Waterlase iPlus** (Hard & Soft Tissue Laser) and his **Planmeca Compact i Dental Unit** with integrated Digital X-ray System.

Dr Frits Hoogendijk completed his medical degree at the University of Pretoria in 1999 after which he completed his internship and community service in Hammanskraal. He was appointed as registrar in the Department of Maxillo-facial and oral surgery of the University of Pretoria in 2002 to become the first trainee with a degree in medicine as a primary qualification. He completed his dentistry degree in 2005 and was awarded the medal for Maxillo-facial and Oral pathology. During his training he published numerous papers

in International journals and also presented at numerous international and local congresses. He completed his Maxillo-facial and Oral surgery degree in 2008 and was awarded the College of Medicine of South Africa’s medal for outstanding performance in the final exam. He was the only registrar to date to receive the Leibinger prize for exceptional research twice during his registrar career and was awarded the Synthes International fellowship during which he visited the Department of Maxillofacial and Oral Surgery of Freiburg in Germany in 2008. He is currently in private practice with a special interest in Head and neck Oncological surgery, facial reconstruction and custom prosthesis. He is also a consultant at the University of Pretoria for head and neck oncological surgery as well as at the Onderstepoort Veterinary Faculty for maxillo-facial and oral surgery.

Dr Nico Verloop is the first dentist in South Africa with the newest generation of dental laser – the **Biolase Waterlase iPlus** (ER,CR:YSGG). He qualified at Pretoria University in 2001 and recently returned from Holland after spending 11 years there in private practice. He has one of the most state-of-the-art dental practices in South Africa that was equipped by Elativision with their impressive range of dental technology – which includes the latest **Planmeca Compact i Plus** dental unit and digital x-ray systems, as well as the E4D CAD/CAM System. Seeing kids and even adults is especially great as in most cases **no drill and no injection** is necessary with the Waterlase iPlus! The Waterlase cuts enamel, dentine, bone and soft tissue with many advantages over the normal dental drill and scalpel blade! *Such as: less to no bleeding; less to no pain; faster healing; minimal invasive; disinfects as it cuts; no heat & no vibration; and many more.* www.biodentsa.co.za

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