

Red carpet experience

By Danny Chan

There are happy customers and then there is Sydney Dental Surgeon Dr Colin Kanowitz, who literally ran out of superlatives in praise of equipment supplier, Ampac Dental.

Choosing the right dental chair goes beyond finding a well-padded stool or particular shade of upholstery. Practice owners investing in what is arguably the most important equipment in their clinic are likely to scrutinise both the aesthetic and functional aspects before jumping in. The cautious among them would weigh perceived cost-benefit features against real life operating conditions relative to their own set-up. The even smarter ones would take it further, assessing the reliability of the equipment seller. They would ask: What kind of technical support can I expect? Do they carry the full range of spares? What about their standard of installation?

Dr Colin Kanowitz belongs to that last group of astute shoppers. Quizzed for the criteria he used in the recent purchase of two Swident dental units, the affable Sydney Dental Surgeon replies: "Quality, parts availability and after-care service!" And as fate would have it, Dr Kanowitz found all three ingredients – and then some – present in equipment supplier Ampac Dental.

Ampac Dental is a NSW based importer of large and small dental supplies providing Nationwide service and support. With more than 25 years experience in the Australian dental industry, the company boasts an exhaustive range including Swident dental units, Sky Dental chairs, DMEGA Suction Motors, NARDI compressors DCI Delivery systems and spare parts and much more.

According to Dr Kanowitz, the company's experience and product range is matched only by

their excellent customer service.

"The service [of Ampac Dental] is impeccable. The fact that they opened their showroom for us on the Saturday over the Easter weekend says it all! I don't know any other dental company that would do that," states the Principal Dental Surgeon and Director of Dr Colin Kanowitz Dental Surgery.

"The sales staff is not pushy, they are extremely informative and allow time for thorough explanation of items."

Simple, turnkey design

The Dental Surgeon was ready to move his 14-year-old practice to a newly renovated suite in Hornsby's City Centre, when he came across the Swident Partner dental units, convincing him that they would make a great investment for the new surgery. In hindsight, Dr Kanowitz believes he couldn't have made a wiser decision.

He declares, without hesitation, that the Swident chairs have been "absolutely incredible" – esteeming them as being "100 per cent" better than the last dental units he owned. He had many good things to say about the European chairs: From the soft leathery yet supportive cushions to the squeak-free joints and articulated arms; the "astonishingly smooth and quiet" delivery unit to the "perfect" footprint.

The dental units, designed in Switzerland and manufactured in Italy, combine a simple design with an attention to detail that reduces many unnecessary hours of installation, troubleshooting and downtime, says Louis Rouessart, Director of LR Dental, the equipment specialist firm that installed Dr Kanowitz's chairs.

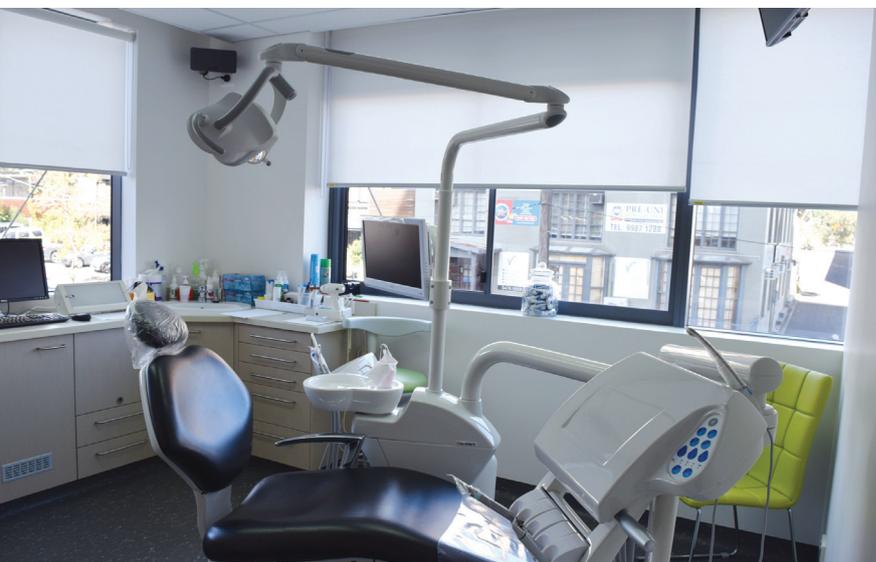
"Dr Kanowitz selected the units with Traditional style instrument delivery system. The unit is incredibly smooth during startup and subsequent movements," he adds.

The lead technician and his son, Louis Rouessart Jr, manage LR Dental, which serves as Ampac Dental's extended technical support team. A grateful beneficiary of their expertise, Dr Kanowitz summed up LR Dental's contributions with 3Ps: Precision, Professionalism and Punctuality.

"The workmanship of LR Dental is faultless. Their installation work was extremely high quality and they exhibited a superb level of professionalism," Dr Kanowitz says, adding that a proper installation prevents future worries like leaks and pressure-related problems.

So far, the doctor has experienced a minor hiccup – water was not coming out of a handpiece scaler due to some grit trapped in the new pipes – but LR Dental came out almost immediately and remedied the issue.

It took LR Dental a day and a half to complete the installation, including hooking up an intraoral camera on one of the units. Louis says the smooth set up was





due in part the surgery's well-planned infrastructure but also attributable to Swident's turnkey design.

"The unit is equipped with drainage," he explains. "With a simple turn of the

knob, the spittoon valve drainage can be connected to the suction system or directly to the drain."

Service par excellence

The father and son team at LR Dental has amassed many years of industry experience – 46 for Senior Rouessart and more than 10 for Junior – hence are keenly aware that synergistic alliances, such as the one they enjoy with Ampac Dental, are hard to come by.

"Our relationship (with Ampac Dental) is built on mutual trust and respect and that comes with being confident that the supplier provides consistent backend support and genuine parts with fast turnaround speeds," Louis Senior elaborates.

"We have no hesitation in recommending equipment and support from Ampac Dental. They are committed to their clients and supplying what you need at the drop of a hat."

Ampac Dental's commitment is definitely not lost on their recent client. Still encouraged by the red carpet experience he received on Easter weekend, Dr Kanowitz appreciates even the little gestures.

"The whole process was handled very professionally from start to finish," he beams.

"Not only did Moe (Ampac Dental's owner) visit the clinic to check out the system once it was installed, we received a magnificent flower arrangement from them, which added the finishing touch. ♦