

# RØNVIG Presentation



# About RØNVIG

- we develop and manufacture high-end instruments for injections and restorative dentistry.
- Products that help to improve routine procedures in dentistry.
- High functional value and longevity.
- It all began with ASPIJECT® und PAROJECT®
- CALAJECT™ - all-round computer-assisted injection system



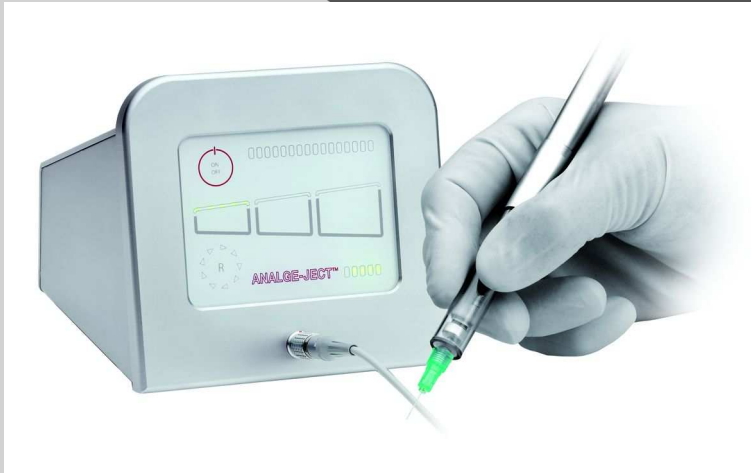
ASPIJECT®



PAROJECT®



# 1<sup>st</sup> generation - ANALGEJECT



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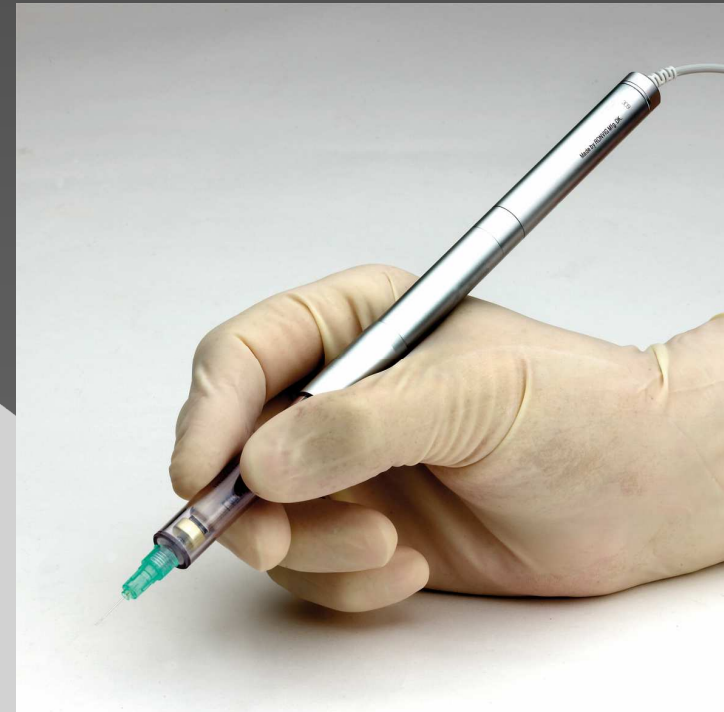
# CALAJECT – introduced in 2013



Why CALAJECT?

# Advantages for the dentist

- ◉ Comfortable pen-grip.
- ◉ 100% reproducible injections
- ◉ New possibilities for improving his injection techniques.
- ◉ Less stress for both parties
- ◉ Practice builder  
- patients appreciate it!

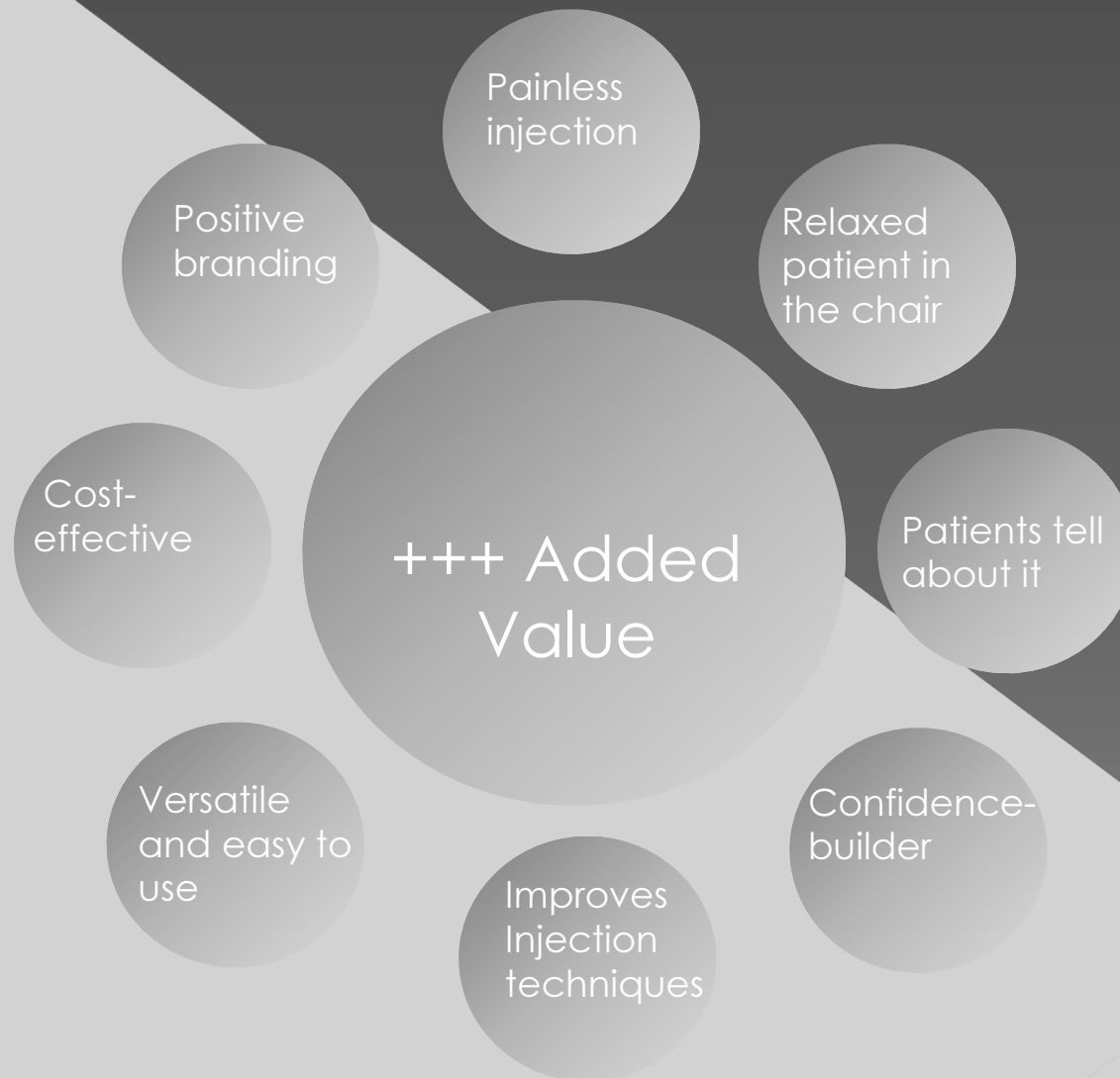


# Advantages for the patient

- Slow flow-rate = less pain and discomfort
- Liquid is absorbed gradually.  
Not built up in tissue = no tightening and stinging
- Less stress and anxiety
- A trust builder



# CALAJECT - Why?



# CALAJECT

- Program I  
for intraligamental and  
palatal injections
- Program II  
for infiltrations
- Program III  
for regional nerve blocks



# Program I, for intraligamental injections (PDL)

- Injects slowly, 0,006 ml/sec.
- After 5 sec, deeper tone → release foot control → Autoflow.
- Auto-flow stop: quick tap on foot control.
- Option:  
Quick release / press:  
Speed increase to 0.009ml/sek.
- Anti-drip



# Program I, for palatal injections

- Injects slowly, 0,006 ml/sec.
- After 5 sec, deeper tone → release foot control → Autoflow.
- Auto-flow stop: quick tap on foot control.
- Option:  
Quick release / press:  
Speed increase to 0.009ml/sek.
- Automatic aspiration



# Program II, for infiltrations

- Programs runs a fixed sequence:

10 sec slowly → over next 5 sec gradual speed increase to 0,03 ml/sec.

- Automatic aspiration by every release of foot control.



# Programm III, for regional nerve blocks

- Operator controls the speed himself over the foot control.
- CALAJECT starts out slowly 0,006 ml/Sek.
- Change of speed:  
Quick release / reactivation of pedal:  
→ over the next 5 sec gradual speed increase until 0,04 ml/Sek.
- automatic aspiration by every release of foot pedal



# Advantages

- Simple and intuitive operation – user friendly.
- Cost effective in use (no special consumables). Takes standard needles and cartridges.
- Intelligent Pressure Control = IPC. Automatic safety stop at high resistance in the tissue. Shown on LED bar display and heard by a long beep.
- Tactile and vibration-free handpiece.
- Battery-powered

# Advantages compared to Wand

- Simple and intuitive operation
- Cost effective in use (no special consumables). Takes standard needles and cartridges.
- No waste of liquid in hose set.
- Tactile, but sturdy handpiece – easy to keep still in situ.
- Battery-powered

# Price vs. competition

- EUR 2.695 + VAT. One-time investment.
- Low running costs (no special consumables needed).
- WAND / STA: EUR 3 per hose set:
  - > 5 injections per day
  - > 20 days per month
  - > 10 months = 1000 injections per year = 3000 EUR costs per year
  - > In less than one year, the CALAJECT has paid off.

Approx. 340 WAND/STA units sold in Sweden already

# Patient information

- ◉ Waiting room flyer
- ◉ Poster for waiting room

# Marketing tools for dealers

- ◉ Articles by KOL
- ◉ Testimonials
- ◉ Red dot design award
- ◉ Roll-up posters
- ◉ Video presentation

# Warranty

- 2-year manufacturer guarantee on materials and construction.
- Except for autoclavable barrels.
- Serialnumbers on handpiece and control unit.

# Cleaning / Sterilization

- CALAJECT Unit, handpiece, handpiece stand:  
to be wiped over with a soft cloth moistened with a disinfectant. Do not autoclave.
- The barrels can be autoclaved by max. 135 °C.
- Replacement barrels can be purchased separately.  
(set of 3).

# Human reluctance to change

- Some dentists ask: „I'm very good at giving injections by hand, so why change anything?
- Don't criticize what they are doing today – but mention that the pen-grip and controlled flow-rate will open new doors for developing his techniques – eg. in the palatine.

# Technology revolutions... things have become easier, smarter and better...

1935



2014



# Time to move on...

1935



2014



Thank you for your attention

