

# DENTISTRY TODAY™

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## SS WHITE®

"Changing Dentistry for the Better... Again™"

### Heritage and Innovation



Dr. Samuel White,  
Founder  
SS WHITE Burs, Inc.

Few dental companies can trace a corporate history with a bedrock of innovation that spans over 160 years. Today, SS White Burs, Inc. is a family owned and operated U.S. based business with more than 250 employees and worldwide distribution. Its corporate roots are found in the history of Samuel Stockton White, who began his career as an apprenticing dentist and ventured into his own business in 1844, manufacturing porcelain teeth, in Philadelphia, Pennsylvania. The company proudly bears the name of its founder and continually maintains its original objective: better products for better dentistry.

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### A New Era in Dentistry Begins

In an era when formalized dental education was just beginning, Dr. White's determination to improve his chosen profession spurred growth of his company. During his corporate tenure he initiated a vast dealer distribution network, introduced the FIRST steel burs in multiple shapes, and energized communication among dentists with The Dental Cosmos, a monthly publication. In 1879 he left the company management to a trusteeship. The company grew through merger, survived the Depression of 1932-33, and moved manufacturing to Staten Island, New York.

### Innovation Improves Efficiency

In 1947 SS White Dental Manufacturing introduced the FIRST carbide bur to dentistry!



Ron Doan, Director of Technical Marketing at SS White Burs explains, "This was a significant technological breakthrough. Tempered steel burs have a Vickers hardness number of 800 and they dull rapidly when cutting enamel. By comparison, tungsten carbide has a Vickers hardness number of 1700 (nearly four times harder than enamel and more than twice as hard as steel). Carbide burs changed the practice of dentistry and as well as the patient's dental experience!"





ISO 13485 certified for quality and consistency.

### Differentiated Products Improve Efficiency



### Setting Out to Change Dentistry for the Better... Again

The company was named SS White Dental Products in 1965 when it was acquired by Pennwalt Corporation and relocated to Holmdel, New Jersey. In 1986 Pennwalt sold its dental product groups. The carbide bur and diamond product lines retained the rights to the S.S.



White name and trademark and were purchased by Gallop Industries, a privately held corporation. The company was named SS White Burs, Inc. and manufacturing operations were relocated to Lakewood, New Jersey, where it is today. Carbide burs are the mainstay of the SS White Burs product line and are manufactured in the U.S. In 2006, SS White Burs Inc. was

Committed to designing products that solve everyday problems in dental practice, SS White Burs introduced the Great White, brand of restoration removal burs in 1990. This revolutionized the carbide bur market with a fast-cutting, precise instrument for removal of all types of semi and non-precious metals, crowns, bridges, amalgams, composites and porcelains. The Great White, Gold Series, with choice of 26 shapes and sizes (Friction Grip, Surgical Length and Short Shank), delivers the benefit of rapid tooth reduction with minimal chatter. Great White burs are



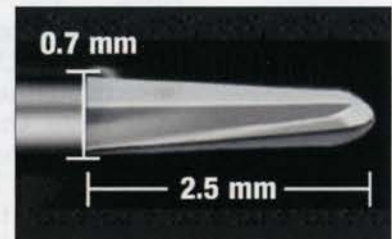
often imitated but never duplicated!

Further engineering refinements produced the Great White® Ultra in 2004, providing dentists with an efficient alternative to diamonds for crown preparation. A uniquely dentated carbide bur, the Great White Ultra offers the benefit of accomplishing two tasks with one instrument, as it is designed to cut through mixed substrates for bulk reduction and subsequently provide a smooth margin. Results of a 2006 study, at the University of Rochester Eastman Dental Center, showed Great White Ultra carbide burs cut up to 40% faster (and with less effort) than diamonds.

### Fostering Minimally Invasive Dental Procedures

In 1999, SS White Burs proudly introduced Fissurotomy® carbide burs, a scientifically developed instrument for early, and minimally invasive, diagnosis and treatment of hidden caries in adult molars, premolars and primary teeth.

Fissurotomy, is a patented technology developed through collaboration between SS White Burs



#### TIMELINE OF PRODUCT INTRODUCTIONS

SS White Burs - Changing Dentistry For the Better.... Again.

1872	1878	1891	1947	1969	1977	1980	1986	1989
FIRST steel burs in round, wheel, cone and inverted cone shapes.	Revelation bur produced entirely by machinery.	Stoned burs; cutting blades stoned by hand for increased sharpness.	FIRST dental carbide bur; two-piece construction process of a carbide cutting head welded to a steel platform and shank.	FIRST carbide burs for composite preparations.	Amalgam preparation burs.	FIRST finishing burs.	TDA® diamonds with patented cross-channel design.	Surgical Length carbide burs.



and Temple University. The Fissurotomy head shape is smaller than a 1/4" round bur; the head length is designed to penetrate just to the DEJ, in most cases.

Tom Gallop, SS White Burs Director of Business Development, explains: "This design allows the dentist to accurately diagnose the presence of underlying decay and to create an ideal cavity form for restoration of the tooth in just 3-5 minutes."

### Reducing Risk of Cross-Contamination



SS White Burs produced another FIRST with the introduction of Piranha® single-patient-use diamonds. Single-patient-use diamonds reduce risk of cross-contamination since these diamonds are disposed after use with each patient and they free valuable staff time that would ordinarily be spent cleaning diamonds. They also provide a fresh, fast cutting

instrument for each use, eliminating the frustration of cutting a preparation with a previously used, dulled diamond. Tested against the leading multi-patient-use diamonds in a University study, Piranha was proven to cut just as fast as pricier alternatives, at a fraction of the cost. In 2006, SS White extended the Piranha Single-Patient-Use Diamond line to include over 500 shapes, sizes and grits making it the broadest product line of its type available.

### Cool Cutting Choices



Most recently, Piranha 2X™ Turbo Double Action Diamonds were introduced and designed to quickly flush debris and reduce clogging for a fast, cool cut. Cooler cutting instruments reduce the risk of "cooking the pulp". Piranha 2X™ are manufactured with medium grit diamonds and feature patented, dual cross-channels with deep

blade-like edges. Piranha 2X™ diamonds are ideal for bulk reduction and leave a surface that requires little or no finishing. In an independent University study Piranha 2X™ was proven to cut cooler than competitive diamonds.

### Global Reach

SS White Burs Vice President of Worldwide Sales and Marketing, Alan Dumais, echoes the commitment of SS White's founder to reach out to dentists. "With distribution in over 60 countries the priorities and dental needs in each country vary. As we identify trends and develop forward-thinking product solutions, we value our open communication with dental professionals through our professional relations program and corporate Advisory Board of dentists."

SS White Burs President, Bill Babcock, states, "SS White Burs is one of the most well recognized and trusted names in dentistry. Bringing unique and differentiated products to the market is essential to our success in today's global dental market. We continue our commitment to innovation and building better products for better dentistry."

Great White® restoration removal burs for multiple types of substrates.

Fissurotomy® burs for early identification and treatment of hidden caries.

Safe End finishing carbide burs.

Expanded Piranha Single-Patient-Use diamond line and introduced Piranha 2X™ Turbo Double Action Diamonds

1990

1991

1999

2001

2003

2004

2006

Piranha® - FIRST single-patient-use diamonds - reduce risks of cross-contamination

Express Line® lab metal finishing burs for high-speed metal finishing.

Great White® Ultra burs for fast and smooth crown preparations.



# Recent study confirms Great White® Ultra's performance

## **GREAT WHITE® ULTRA**

**Perfect for faster  
CROWN PREPS!**

- Cuts *significantly faster* and with *less effort* than diamonds
- Bladed cutting tip leaves smooth, precise margins
- Less operator fatigue due to feather touch application
- Save up to 4 minutes when cutting a 10 min. crown preparation\*

**GREAT WHITE®**  
*Gold Series*

**...the original and still the best!**

*For faster & smoother...*

Cavity Preparations  
Restoration Removal  
Endodontic Access  
Crown/Metal Cutting



Call 1-877-779-2877 for a free sample today!

[www.sswwhiteburs.com](http://www.sswwhiteburs.com)

**SS WHITE®**

Changing Dentistry for the Better... Again™



Proudly made in the USA

\*Data on file: University of Rochester Eastman Dental Center, 2006 study  
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