

Wrigley loses market share against Cadbury Trident

LONDON: Cadbury Schweppes, a large confectionery and beverage company based in the UK, claimed it has succeeded over Wrigley after revealing that Trident is now a bigger brand than its famous purple-packaged Dairy Milk chocolate.

A worldwide marketing campaign led to a 26 per cent surge in sales of Trident in 2007, creating revenue of more than US\$1 billion, double the level that it boasted when Cadbury bought the brand in 2003. According to Todd Stitzer, chief executive at Cadbury Schweppes, Trident is now their largest global brand. "Moreover, we believe Trident still has significant growth potential," he told *The Times* in London.

Trident currently has a 10 per cent market share in Britain, where Cadbury spent US\$20.1 million on launching the product in 2007. At that time Wrigley had

a 98.4 per cent share in the UK and the market was declining at a rate of 4 per cent a year.

Analysts believe that it could take time for the group to generate significant profits from the



Photo: Cadbury Schweppes plc

brand in Britain, yet industry experts believe that Cadbury's distribution network and sales force on the high street mean that it is the best-placed of any confectionery group to threaten Wrigley, the American giant, in

the coming years. Wrigley has answered Trident's launch by increasing marketing spending and signing sponsorship deals with the Barclay Premier League and Hollyoaks, the television show.

Trident's success was one of the bright spots in another testing day for Mr Stitzer, who in the past two years has had to deal with a series of setbacks at the company, from a salmonella scare in the UK to fraud in Nigeria. In the coming year Stitzer said that the group would continue its product innovation as well as take brands to new markets. Green & Blacks, the upmarket chocolate, will be launched in the United States in 2008, after Australia, the Irish Republic and South Africa.

Accelerade, the group's sports drink, will be scaled back to specialist markets after its failure over the past year. □

Morita elected president of idm

Daniel Zimmermann
DTI

LEIPZIG: The international dental manufacturers association has chosen Haruo Morita from the Japanese Dental Trade Association (DTA) as president-elect for their new board of officers. The election took place during the 144th Chicago Midwinter Meeting at the end of February and also saw DTA's Milly Goldstein, who took over the position of president, as well as Pam Clark from the Australian Dental Industry Association and Dr Jürgen Eberlein from Europe joining the board. They will serve a two-year term until new members get elected in February 2010.

Founded 20 years ago in Washington, USA, idm is an autonomous, independent umbrella organisation that globally represents the common interests of member trade associations and supports the interests of the global dental industry. idm's mission includes the coordination of



Dr Haruo Morita, Photo: Gruppe Eins.

joint international interests and benefits of the regional member industry associations and the representation of these interests before governments and professional dental organisations, such as the FDI World Dental Federation. Support also goes to countries without regional dental industry associations and where the development of such associations is not very likely, including China, India or some parts of the Middle East. □

Sweden closes surveillance of Nobel Biocare implants

UPPSALA: The Swedish Medical Products Agency (MPA) has announced to have concluded its review of the NobelDirect and NobelPerfect dental implants. The company behind the implants, Nobel Biocare, was requested to take measures to improve the operating instructions. This has been carried out and the implants can be sold again without restraints, Agency officials said in a press

release at end of February. The MPA reviewed NobelDirect and NobelPerfect during 2006 and found inadequacies in the instructions for use of the implants.

The MPA has also reviewed the results from the company's three-year study of dental implants, as well as the results from another three-year study. Data confirm that the implants

unexpectedly are often connected with early degradation of the dentine which is primarily because of the inadequacies in the instructions for use the MPA has criticized—*inadequacies that are now corrected*. At the same time, Nobel Biocare's register of customer complaints shows that the dental implants do not differ negatively from the other implants in the company's product line. □

Google rivals Microsoft with new personal medical record service

Reuters

ORLANDO: Google has unveiled a new plan for patients who want to gain control of their medical records. At the 2008 Annual Conference of the Healthcare Information and Management Systems Society in Florida, USA, Chief Executive Eric Schmidt said that his company has signed deals with leading US hospitals and medical companies, such as Aetna Inc and Walmart Stores Inc pharmacies, to help them securely share sensitive health data.

Schmidt said it would likely be a few months before Google Health is offered widely. The password-protected web service will store health records on Google computers, with a medical services directory that lets

users import doctors' records, drug history and test results. Google aims to foster sharing of information between these services, but keep control in patients' hands, allowing them to schedule appointments or refill prescriptions. Schmidt said that his company has no plan to sell ads on the new service and aims to make money indirectly when users search for other medical information.

Earlier this year, Google announced it will team up with a leading academic medical research clinic, Cleveland Clinic, to test a data exchange that puts patients in charge of records. Many other companies—such as IBM, Oracle Corp and Siemens—have already worked on such digitization and Google's biggest rival, Microsoft, has re-

cently introduced HealthVault, a hub to collect, store and share personal medical information on the internet.

While medical providers are covered by US privacy laws, there is little in the way of established privacy, security and data usage standards for electronic personal health records. Google said it is prepared to resist fishing expeditions by lawyers seeking to subpoena personal medical records stored on Google Health. Last year, it went to court to defeat an effort by the US Justice Department to request some Google search records. "We've taken a pretty aggressive position in a pro-consumer way in the US, but I do want to assure you we are subject to US law," Schmidt said. □

Henry Schein ranked number one by Fortune Magazine

MELVILLE: Henry Schein Inc, the largest distributor of health care products and services in the combined North American and European markets, has been ranked number one in the "wholesalers: health care" industry in the Fortune 2008 list of America's most admired companies. The findings of the survey, which included 622 companies in 64 industries, are posted on Fortune's website (<http://money.cnn.com/magazines/fortune/mostadmired/2008/index.html>) and were published in the latest issue of *Fortune Magazine*.

Contributing to Henry Schein's top overall ranking in its industry, were number one rankings in seven of the survey's eight key attributes of reputation: innovation, use of corporate assets, quality of management, financial

recognized along with some of the most respected companies in this country," notes Stanley M. Bergman, chairman and CEO, Henry Schein.

"This is particularly special because we were selected by the people who know us best: senior executives, outside directors and industry analysts who are familiar with Henry Schein and our competitors within the industry. This designation is a source of great pride for over 12,000 team Schein members around the world, whose collective commitment to customer service and giving back to society has made this achievement possible."

To determine its most admired rankings, *Fortune Magazine* and its partner, Hay Group, surveyed Fortune 1,000 and



Global 500 companies, as well as the top foreign companies operating in the US Customized industry questionnaires were distributed to senior executives, directors, and industry analysts, who were asked to rate companies in their own industry on eight criteria. This is the 26th year that the survey of America's most admired companies has been conducted. □

"It is very gratifying to be admired for our business practices and the qualities of our company, and we are honoured to be