



# The COE POURRI



Coe Laboratories, Inc. 3737 W. 127<sup>th</sup> Street Chicago, IL 60658

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Coe Laboratories, Inc. is a member of the **GC** Group

MAY-JUNE 1990

## GC DENTAL INDUSTRIAL CORPORATION OF JAPAN ACQUIRES COE LABORATORIES

Months of negotiations culminated in a gala celebration dinner that was held in the Chicago area on May 1 to mark the acquisition of Coe Laboratories and ICI Dental business by GC Dental Industrial Corporation of Tokyo, Japan. This purchase makes the 60-year-old Coe Labs a SISTER division to GC International of Scottsdale, Arizona.

The event was attended by Coe employees as well as distinguished guests from GC/Japan, academia, the ADA, Coe Dealers, the dental press, Imperial Chemical Industries and GC International of Scottsdale. Master of Ceremonies and new Coe President, Michael V. Orecchia, introduced keynote speaker, Mr. Makoto Nakao, President of GC Dental Industrial Corporation Worldwide. Other speakers were Dr. John Stanford (ADA), Don "MAC" McKenzie (GC/Scottsdale), Masaya Shibahara, Coe Board Chairman/CEO, J. J. "Jack" Nevin, owner of Coe from 1956 to 1984 and Ken McKinley of ICI/UK.

Vice President of Manufacturing, Bob Stevens, read numerous letters of congratulations from a variety of Coe customers, suppliers and prominent leaders in the dental business.

Vice President of Finance, Carolyn Van Eck, presented service awards to 33 Coe employees; ranging from 5 to 25 years of employment.

**SEPARATE DIVISIONS, SEPARATE DISTRIBUTION**  
In meetings earlier that day, Messrs. Nakao, Orecchia and McKenzie reiterated that because of the inherent differences in dealership networks, product lines and

facilities, Coe/GC and GC International will operate in the U.S. as separate entities with separate sales forces, product lines and management teams.

There will be integration of several functions over time and two committees have been formed to suggest ways to implement this integration.

### TRANSPLANT TECHNOLOGY = U.S. JOBS

At the first Coe/GC Board of Directors Meeting, a working committee was established to begin the long-term plans for Coe's Chicago area manufacturing facility. Expansion strategies include construction of additional factory space to accommodate new equipment and technology for the manufacture of some of the quality brands that have made GC the #1 dental manufacturer in Asia and one of the TOP 3 DENTAL MANUFACTURERS WORLDWIDE. That means jobs for Americans!

### BUSINESS AS USUAL

Executives of all three GC entities promise that for the foreseeable future it will be "business as usual", relative to the relationships between GC companies and its distributors.



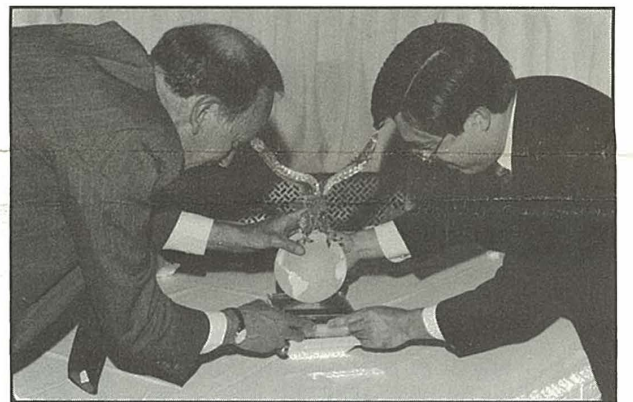
GCDIC President Makoto Nakao addresses COE employees in plant cafeteria



Former COE owner, J.J. Nevin delivers his "GOOD LUCK" Address



New COE/GC Board of Directors



Mr. Nakao accepts a goodwill gift from COE/GC employees

### COE OFFERS STAINLESS PARTIAL TRAYS



Individual Stainless Steel Partial Trays, as well as Sets of 4, will be available in July 1990!

Last October, COE became the first dealer-oriented manufacturer/distributor of Stainless Steel Trays. But with heavy initial orders COE could barely keep up with the demand for full sets. By March of 1990, COE had built up adequate inventory to offer individual Stainless Trays, and at prices competitive with trays of lesser quality from "DIRECT" outfits!

NOW, COE offers the same high-quality perforated stainless trays in 4 sizes corresponding to its popular plated partial trays. While no industry-wide audit exists to determine what percent of metal trays are "PARTIAL", this type of tray traditionally constitutes 17% of COE's regular plated tray business.

The tray numbers, description and suggested retail pricing are as follows:

CODE NO.	DESCRIPTION	PRICING
264301	#S30 Right Unilateral	\$13.00
264311	#S31 Left Unilateral	\$13.00
264321	#S32 Anterior Lower	\$13.00
264331	#S33 Anterior Upper	\$13.00
264004	Set of 4 (one of each above)	\$49.95

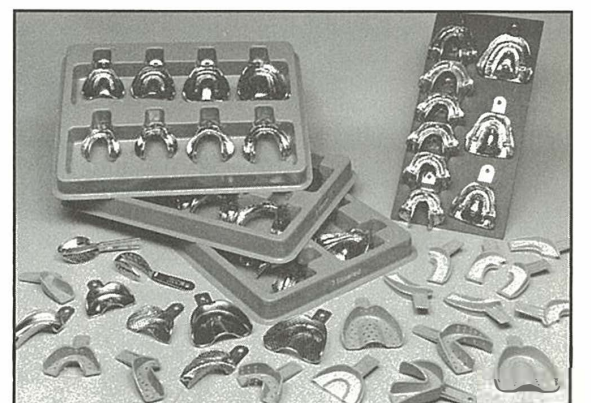
### 3RD CAMPAIGN WEDS IMPRESSION MATERIALS WITH FAMOUS COE TRAYS!



The May-June Campaign season is your first opportunity in years to offer your dentists up to 20% savings on nearly all COE impression-taking products AT THE SAME TIME. With these kinds of discounts, you can potentially save your large-practice customers HUNDREDS OF DOLLARS ... just by having them STOCK-UP NOW!

In addition, for this campaign COE has strategically substituted ABSOLUTE® Vinyl Polysiloxane (available in 3 viscosities and putty\*) for ACCOE™ Condensation Silicone.

PLUS, COE has added its popular Bite Registration Tray to the Spring Parade of Products. The versatile, 2 part "SNOWSHOE" tray has been recommended for a convenient double arch techni-



que by leading clinicians. A sample tray is included with this issue to make it easy to "show-and-sell" your customers.

The campaign savings are available from April 27 through June 30, 1990. See your Manager or contact your COE Representative for specific discount information.

\*The "removal time" of ABSOLUTE Putty has been changed from four minutes to FIVE MINUTES. This is so that the timing of the Putty matches that of the other viscosities to safely accommodate those dentists who prefer a "simultaneous" putty/wash technique. Product instruction inserts include the change.