



Saratoga presents SMILY, the new dentist's simulation bench designed by Pininfarina



Saratoga is once again working with Pininfarina's innovative, ergonomic design, to revolutionise the world of dental education with "Smily", the new dentist's simulation bench designed for university faculties and leading private teaching establishments.

Saratoga has been the market leader in the design and manufacture of metal furniture for dentists' surgeries and dental laboratories for over 30 years, and also leads the field in the marketing of related equipment. Its product range now expands to include the "Smily" simulation unit, built to incorporate the indications of a special commission made up of some of the most eminent members of the Italian College of Dentistry Professors.

The "Smily" bench follows the highly successful first project developed for Saratoga by Pininfarina, the "pf Saratoga" dental surgery furniture range, which was chosen by the Permanent Design Observatory for publication in the ADI Design Index 2006, the second step in the three-year preparation leading up to the 21st edition of the ADI Golden Compass Award.

"The Pininfarina Extra design process always focuses on man, on his needs, his well-being and his safety," explained Paolo Pininfarina, President and CEO of Pininfarina Extra. "The lines of the Smily were created with the user in mind, paying particular attention to aesthetic innovation and ergonomics. The result is a product that is advanced, essential, functional and comfortable."

"In the context of a marketing strategy that aims to compete not only in terms of prices, but above all of ideas," commented Patrizio Bortolus, Sales Manager of Saratoga S.p.A., "the development of innovative products is the challenge that Saratoga has always launched on the dental market. Once again, a philosophy based on attention to every detail and advanced research into the highest quality, combined with careful planning of the available space, help to position Saratoga as the partner best qualified to meet the many demands of the modern dentist."

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PRESS RELEASE

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