



Saratoga "Smily" designed by Pininfarina enters the ADI Design Index 2008

Selected by the Permanent Observatory on Design, the dentist's simulation bench is on the way to the 2011 edition of the Compasso d'Oro award.



Turin, July 2, 2009 – The dentist's simulation bench "**Smily**", designed by **Pininfarina** for **Saratoga**, has been selected by the Permanent Observatory on Design for the publication on the **ADI Design Index 2008** book, standing for the **XXII Compasso d'OroADI** award.

"Smily" is the second Saratoga product designed by Pininfarina entering the ADI Design Index, the prestigious annual report collecting the best projects and products of our country: in fact, in 2006 even the "**Pf Saratoga**" line of dental office equipment was selected.

"The success of the Saratoga products designed by Pininfarina testifies the ability of our team to give innovative and ergonomic form to the customer's experience – says **Paolo Pininfarina**, President and CEO of Pininfarina Extra. – Smily has revolutionised the world of dental education. It is a project based on the search for innovative systems and forms that meet the requirements of university faculties and dental teaching centres that demand cutting edge technologies and ideas. The lines are soft and enveloping, designed to provide an experience of pure comfort and aesthetic and functional gratification".

Saratoga has been the market leader in the design and manufacture of metal furniture for dentists' surgeries and dental laboratories for over 35 years, and also leads the field in the marketing of related equipment. Its product range expanded in 2008 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 unit is equipped with all the necessary dental instruments, but the outstanding feature of "Smily" is the motorised movement that allows the replacement of the dummy below the work table. Besides the ergonomic modular structure, the "Smily" has an optional easy-tech system allowing video transmission from the teacher's bench to all the students' stations.

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