

The right stuff

You buy the best quality equipment you can to run your business – but are you really getting what you paid for?

By Jade Richardson

Those of us who drive prestige cars know that there's more to getting from A to B than the distance. Quality, efficiency, power and comfort distinguish your BMW from your Toyota Corolla – and while both cars get the basic job done, there is a world of difference when you drive a vehicle designed for excellence and quality.

Owner director of Victorian-based Clinic solutions, Roger Ward, says after seven years specializing in the dental industry, he sees the same comparison in their fit-outs and design.

“A dental practice is an incredibly refined working machine,” he says. “Every inch needs to work perfectly, in concert with the rest. Dentists pay a premium for the best quality equipment available to do their work, and the way we see it, if their cabinetry isn't equal to the level of skill and technology they use, they will never achieve the performance they want or the quality experience they deserve.”

Clinic Solutions offers design, architectural cabinetry solutions by highly experienced tradesmen and professionals, all forms of joinery and installation for a dentist seeking excellence, quality, longevity and a polished end result. They have been devoted to this niche market since 2001, with foundations in commercial and architectural joinery, and a focus on applying latest materials and techniques to the dental industry. “At the same time, we value our relationship and a good report,” says Roger.

“After 25 years in the industry I realized, as more dentists are themselves that this profession has very specific needs that only specialist tradesmen can meet with precision and requirements considering this is a very valuable piece of real estate. We can solve the puzzles of space, logistics, style and performance. We make it our business to apply innovation in

architecture and technology to the dental joinery and have a knowledge of the environment and its specifics that extends well beyond standard joinery and design.”

Roger's vision and ethics have been rewarded by the response from the industry and has benefited by the expansion of his business which has increased in turnover since focusing on the dental profession. “We must be doing something right,” he says. “These days our word of mouth reputation is remarkably good, we are recognized as leaders in our field.”

What Clinic Solutions provides as standard is not always considered or taken into account by a non-industry cabinetry team. “We've been devoted to dentistry for many years, we know the features that can achieve the desired result.” Every client is unique, we've never seen two practices with the same requirements, so from the very beginning, we know how to interpret a space, refine a brief and provide working drawings for the client to amend prior to manufacture. Roger also encourages involvement by the practitioner during construction.

Some of the materials which Clinic Solutions incorporates into its joinery, are soft close drawer are door systems, high moisture resistant materials throughout, a wide range of laminates, solid surface and timber veneers and hardware, eg handles, etc. The attention to detail and an ability to see the job with a dentist's eye, are part of Clinic Solutions' unique service.

“While we are definitely providing a more prestige result, the benefits of quality affect every working moment in a practice, enhance the performance of the overall investment, and make the A to B of a working day in dentistry a smoother, more efficient and rewarding journey.”