

*Press release*

**New high-tech solution for anchor wire.**

**Under the corporate trademark bedra® the Berkenhoff GmbH Germany has been developing, producing and distributing innovative high quality wire solutions for a wide range of applications, from spark erosion through to medical technology for the last 100 years. In the field of anchor wires, bedra® has become synonymous with innovative solutions such as the original safety grooves which set new standards in quality and safety.**

Grooved anchor wires ensure secure anchoring of the filaments in the head of the toothbrush. The procedure is efficient and simple: a piece of the grooved anchor wire, together with the toothbrush filaments, is anchored in pre-formed tuft holes. After anchoring, the plastic relaxes and tightly embraces the bedra® anchor wires.

The double-sided safety grooves anchor the bristles even more tightly in the brush head, thus ensuring a measurably higher tuft retention, compared to the single sided grooved. Besides this distinct safety benefit, the double-sided grooved anchor wire from bedra® also features a larger running length with the same weight and a dimensionally accurate geometry.

On the occasion of the Interbrush 2008, bedra® will present an additional alloy: All anchor wires are now available also in aluminium bronze (CuAl8).

The advantage of this new alloy is its lower specific weight compared to the classical alloys.

As market leader in anchor wires bedra® supports its innovations in new product development with state-of-the-art manufacturing facilities where the wires are cast, drawn and profiled exclusively from virgin metals. The hundred percent inhouse production guarantees the top quality for this sensitive sector. Anchor wires from bedra® are manufactured from hygienically perfect materials like nickel silver and brass alloys in a variety of dimensions and edge finishes – as needed without grooves, grooved on one or on both sides.

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