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How to go from traditional ... to NOW.

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Cutting-edge solutions for denture labs.

HOW TO COMPETE DIGITALLY
If all dental labs are going digital, how will you differentiate yours?

LOW-COST, ESTHETIC VENEERS
Yes, it really is possible.

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MILLING MACHINE

a Aurident-Manix MA-4
Aurident-Manix MA-4 is a heavy-duty four-axis industrial milling machine reportedly optimized exclusively for the manufacture of economical titanium custom abutments. Titanium cylinders are used to mill abutments in a specially designed holder that allows fast interchange. The mill automatically changes up to three tools and has a precise Z-axis height sensor to indicate tool wear. The mill includes a single-speed spindle with a 30,000-hour warranty, a cutting liquid recirculating system and CAM software.

Aurident, Inc.
800-422-7373 | aurident.com
CIRCLE RS #2

EQUIPMENT, SOFTWARE AND SERVICES

b CloudPoint
Glidewell Laboratories announced the launch of its CloudPoint™ family of equipment, software and services. CloudPoint is said to be a complete one-stop solution, unlocking a digital portal through which cases can be scanned, managed and produced. CloudPoint FastScan™ reportedly completes scans at twice the speed of competing systems while capturing details in exceptionally high resolution. Cases are automatically uploaded to a cloud where they can be designed by the lab or forwarded to a CloudPoint CAD/CAM specialist.

Glidewell Laboratories
888-608-6870 | cloudpoint.com
CIRCLE RS #3

MILLING MACHINE

c DWX-4W
Roland DGA Corporation announced the development of a new wet milling dental machine, the DWX-4W. This machine is said to enable users to perform both dry and wet milling, as well as process different materials simultaneously and without a changeover. The DWX-4W cuts precision crowns, bridges, inlays and onlays and veneers. Simultaneous four-axis milling and other special features provide unattended milling, and up to three standard pin-type blocks can be loaded for increased efficiency.

Roland DGA
949-727-2100 | rolanddga.com
CIRCLE RS #4

DENTAL CERAMIC

d VITA ENAMIC IS
VITA ENAMIC®, a dental ceramic featuring a dual-network structure that combines ceramic and composite materials, will soon be available in a new IS (Implant Solutions) block. VITA ENAMIC IS blocks will feature a pre-formed hole for the fabrication of implant abutments and crowns. Currently, ENAMIC IS blocks are available in two configurations: mandrels for Sirona milling systems and Universal mandrels for open systems. Initially, the VITA ENAMIC IS blocks for implants will be available for Sirona systems only and are anticipated to be cleared for sale in the U.S. in fall 2015.

VITA North America
800-828-3839 | vitanorthamerica.com
CIRCLE RS #5

COVER PRODUCTS are chosen because of their innovation or perceived impact on productivity and bench artistry.
FROM THE Editor

Are you ready for a change?

Obviously, since you're reading a dental lab magazine, you know how quickly technology is changing our industry. You've read about all the changes and have probably bought at least one digital component for your lab. But have you thought much about how to best make the changes you know you need to implement? How will you take your lab from the excellence it's known in the past, to the exciting digital future that awaits you?

That's what we want to find out this month. You'll find our lead story on page 18, looking at how to take your lab from traditional to digital. We talked to multiple experts about what you need to know to make sure your business thrives and grows as we enter into a new reality in the dental lab world. It's an exciting time, and we hope this article helps make the digital leap as incredible as it can be for your lab.

This month, we also wanted to look at some of the leading denture acrylics on the market. How can you make your removables as good as they can be? These products will help.

This issue also features a great column from 3Shape's Tais Clausen, where he explains how you can differentiate your digital lab from all the other labs going digital!

As always, I hope our articles, techniques and product information help and inspire you. See you next month!

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Call Renee Schuster at 440-891-2613 or email rschuster@advanstar.com

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Would you like to comment on an article that you read, submit a story idea or tell us about topics you'd like to see covered in DLP? Have you written an article you'd like to share with your colleagues? We want to hear from you!
Call Kevin Henry at 918-613-1188 or email khenry@advanstar.com

Mission Statement
Dental Lab Products provides dental laboratory owners and managers with unbiased, clear, and concise insights into optimal uses and best applications of new products. Integrating original research, continuing education and international industry trends, we support laboratory decision-makers in their commitment to deliver optimum patient care through advancing their proficiency, productivity and profitability.

ryan hamm
rhamm@advanstar.com

Kerr
PROSTHETICS

bellewax™ CAD
Introducing the bellewax CAD Millable Wax Disc. Specially formulated to mill smooth and precise patterns. Designed to be compatible with the bellewax sculpturing and esthetic waxes for adjustments, repairs and characterization. Also compatible with the complete line of Kerr waxes and sprues for clean, consistent burnouts.

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March 2015 Vol. 40 No. 03

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14 A more efficient, disposable articulator
A new option to send completed bites to your clients.

16 Low-cost veneers for cost-conscious patients
A better result for improved anterior esthetics.

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12 Meeting the challenges of digitization
So you’re ready to go digital—but how will you differentiate your lab business from other digital offerings?

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What lab owners and technicians were searching for and savoring in February @ dlpmagazine.com

5 most ways your choice of refining company could be costing you money
Did you know that dental labs can get great returns on their scrap metal? In this e-book, we teach and show you how to make the most out of your scrap—especially when working with the right company. We highlight how your current refiner could be costing you money. Download this FREE e-book here: bit.ly/refineringbook

Take your lab FROM TRADITIONAL TO NOW: FROM TRADITIONAL TO NOW: Taking Your Lab From The Past INTO THE FUTURE by Robert Elsenpeter, contributing writer

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Top 3
PRODUCTS THAT CAN HELP YOUR DENTAL CLIENTS TAKE BETTER IMPRESSIONS

01 A scanner
For time immemorial, one of the biggest headaches faced by dental technicians is receiving an impression from a dentist, only to discover something totally unusable. Whether it’s a poor bite registry, a botched impression thanks to careless hands (or a patient who can’t quite sit still), poor impressions make it impossible to deliver what the dentist and patient want—no matter what the dentist screams into the phone at the lab technician! But things are beginning to shift. More and more manufacturers are beginning to introduce intraoral and benchtop scanners specifically geared to the dental office. And these scanners have made it through the growing pains phase—no longer should you receive half-scans that are essentially useless. Instead, you should be able to receive excellent digital scans you can plug right into your CAD software and get to work. Gone are the days of goopy, smeared impressions; now you can receive a 3D impression you can pour your artistry into. Just make sure you’re ready to receive your dentists’ scans [Editor’s note: For more on that topic, don’t miss next month’s issue!] and you’re all set.

03 The right materials
You know how important the right materials are when making a crown or a removable. Why should impression materials be any different? While you have every right to hope that your dental clients will do the research to pick the best material for their impressions, you can also benefit from doing a little digging on the current leaders in the impressions market. Who are the manufacturers that understand what dentists—and labs—need from impressions? Find out what the leading options are in both traditional materials, and in scanning materials. You can make yourself an invaluable resource to your dental clients, and that’s a role that can continue long beyond any impression issues.
Activate the Magazine

As the go-to product resource for the dental lab industry, the team at Dental Lab Products wants to make it as easy as possible for you to get the information you need about new products.

Right next to this page, you’ll find the reader service card with numbers that correspond to advertisements. In this issue you’ll find numbers with each of the products that appear as editorial in this issue of DLP.

You’ll also find opportunities to go directly to landing pages that allow you to fill in your information to receive new product materials, QR tags that get you there directly from your phone, and in some cases, text (or SMS) codes that provide yet another way to get the information you want.

We don’t expect you to use every method. We just want to make it easy for you to get what you’re looking for—on your terms.

You Can:
• Click
• Scan
• Call

Result:
New product information sent directly to you!
**Instrument line**
Smile Line USA is introducing an advanced instrument line developed for the creative dental artist. Each set is composed of the highest quality Swiss-manufactured components. There are various configurations available, including a porcelain set, a waxing set and a more modular option. Many of the tools are created via Smile Line developments and innovations (such as the Zirconia Spatula and others), while some are more traditional. Additionally, the porcelain brushes (available in both Kolinsky and N.era options) reportedly have been subject to the highest levels of quality control.

**Smile Line USA**
303-425-3500 | smilelineusa.com
CIRCLE RS #8

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**Online ordering system**
BIOMET 3i announced the release of the **BellaTek Portal V1.4**, an enhanced version of the original portal that offers new tools and increased user-friendly functionality. The BellaTek Portal is said to be a state-of-the-art web-based ordering system designed to streamline and simplify the ordering process for all laboratories. The new, enhanced version includes an enhanced 3D viewer with annotations, conditional approval, STL file transfer and a reformatted home page for enhanced visibility and case acceptance. Interested parties should contact customer service for access.

**BIOMET 3i**
888-800-8045 | biomet3i.com
CIRCLE RS #9

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**Posterior solution**
The **Nobel Biocare complete posterior solution** comprises new wide-platform implants that support an optimized emergence profile at large molar sites, plus new PEEK healing and temporary abutments that are anatomically designed to match molar contours. For the final restoration, the NobelProcera FCZ (full-contour zirconia) implant crown is said to have the strength to handle high occlusal forces. With an angulated screw channel, it offers restorative flexibility without cement.

**Nobel Biocare**
800-322-5001 | nobelbiocare.com
CIRCLE RS #10

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**Zirconia discs**
**KATANA® Zirconia ML Discs** reportedly are the first gradational multi-layered, high-performance zirconia blanks in the dental industry and are now available in new shades. This polychrome zirconia disc consists of four pre-colored layers showing smooth enamel, dentin and cervical color shifts. With the new addition of C Light, D Light and A White, dental labs can now achieve all VITA shade ranges. With the additional shades, 98 percent of shade matching is now easily achieved when using KANTANA zirconia. KATANA Zirconia ML and HT are said to be esthetic, durable, innovative and inherently cost-effective and time-saving.

**Zahn Dental**
631-454-3009 | zahndental.com
CIRCLE RS #11
Software
3Shape released Implant Studio™ at the Chicago Midwinter Meeting. Dental labs and dental practices use Implant Studio™ for prosthetic-driven digital implant planning and surgical guide design. Implant Studio™ merges, within the software, cone beam (CBCT) images with intraoral 3D digital impression files. As a result, dentists and dental labs are able to evaluate the clinical situation digitally, including the assessment of bone density and nerve positions prior to implant surgery. Dental labs are then able to design as well as manufacture restorations and implant components, such as temporaries, crowns and abutments, based on the software’s planning information. Labs can also design and print surgical guides using ImplantStudio™. Dentists then use surgical guides to direct drilling during implant surgery.
3Shape
908-867-0144 | 3shapedental.com/implantstudio
CIRCLE RS#12

Gum shades
GC America’s renowned Initial IQ Lustre Paste NF technology is now available for gum shades. GC Initial IQ Lustre Paste NF Gum Shades are 3D ceramic stains developed to enable technicians to create a lifelike transition from the crown margin to the gingival just by painting the gum shades. With the new Lustre Paste NF Gum Shades set, clinicians have the ability to bring not only the white but also the red esthetics of crowns and bridges to life. These gum-colored pastes allow an individual adaptation to match natural gingival shades. With their optimal match to both “low” and “high” CTE ceramics, the system is compatible with the complete GC Initial ceramic range.
GC America
800-323-7063 | gcamerica.com
CIRCLE RS#13

Industrial mill
MIST, Inc., a leading provider of advanced CAD/CAM implant prosthetic technology, recently introduced the Dyamach DT2 five-axis mill to dental labs in the United States and Canada. This patented, fully open and affordable premium CNC system is specifically designed for the in-house production of titanium implant prosthetics. Described as a “titanium powerhouse” for its ability to wet-mill complex, custom titanium implant bars and abutments, the Dyamach DT2 also gives technicians the ability to fabricate highly precise cemented and screw-retained implant prosthetics in CrCo, zirconia and PMMA. Capable of both wet and dry processing, this mill is also said to be user-friendly and allows for an easy plug-and-play laboratory installation.
MIST, Inc.
571-313-1269 | mistdental.com
CIRCLE RS#14

Denture system
The Celara System, now available exclusively through anaxdent North America, is said to improve the workflow to replace a patient’s existing denture. The system enables delivery of the wax try-in (full set-up) on the second office visit; eliminates the need for custom trays, bit rims and base plates and provides the lab with all the details of the patient’s existing denture. The patient is never without his or her denture and never has to visit the lab.
anaxdent North America
877-897-6598 | anaxdentusa.com
CIRCLE RS#15
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Throughout the course of several articles last year, we explored the future of digital dentistry and how it could help your lab counter business threats, grow and help you do highly esthetic work in a more cost-effective and efficient way. But what comes after digitization? Mass-digitization of the dental lab industry is already underway, and, in my previous articles, I argued labs need to get on the digital bandwagon as soon as possible to stay competitive. But what happens after all labs are digitized—and being digital is no longer the deciding differentiator that keeps a lab’s business ahead of its competitors?

First, I foresee a future in which non-digital labs will have closed down, except for those few that manage to hang on to some of their customers due to long-term relationships. Some non-digital labs may survive by positioning themselves in niche areas. But the main industry drivers will be large, mid-sized and even smaller digital labs with efficient CAD/CAM systems.

**NEW COMPETITION RULES**

With all contenders in the ring being digital, many labs will have similar offerings, and labs, at least those with top-of-the-market CAD/CAM systems, will basically be working with comparative possibilities in terms of production speed, available materials, quality and the range of indications they can offer. Inevitably, the dental lab market will lean more and more towards becoming a buyer’s market where dentists can easily shop around and switch providers without suffering major consequences. Therefore, digital labs will need to develop new differentiators—business models that are strong enough to maintain customer loyalty, win new clients and take the lead in their local markets.

**FROM PRODUCTIO Lab to SERVICE Lab**

Many labs today are looked upon as production centers, delivering orders of dental restorations to their client base of dentists. Embracing CAD/CAM surely adds production speed, improved quality and more indications. But in a massively digital market, these improvements, although significant, will not by themselves change the perception of the lab’s role as yet another efficient production center among many others. Labs need to move from being production-only labs to become service-provider labs—while taking advantage of their digital technologies to get there. To put it shortly, labs that want to stand out need to shift focus, redefine their function for dentists and create a new place for themselves in the value chain.
NEW SERVICE TOOLS ENABLED BY CAD/CAM
Labs will require tools that make possible new service opportunities as supplements to restoration production. The best CAD/CAM providers will target their innovation and solutions to provide such tools to labs. Already today, advancements in technology and digital precision are bringing highly reliable tools to the market, and I expect that labs will take advantage of these to intensify the application of treatment planning in a larger number of cases. Additionally, 3D technology and Internet communication tools make it easy to provide clinics with pre-treatment visualizations so dentists can evaluate restoration designs and discuss cases with the patient.

DENTAL CONSULTANCY
A typical dental lab is a warehouse of knowledge. The combination of technician skills, wide-ranging case experience, materials expertise and CAD/CAM technology know-how represents a business asset that is both unique and valuable. Digital labs can easily position themselves as dental specialists and offer formal consultancy services—mainly to dentists but also to other labs, milling centers and practically anyone involved in the industry. Such activity is not only a potential revenue-bringing business model, but it also strengthens relationships with dentists and eventually brings in more work.

ENHANCING THE "SERVICE PROVIDER" IMAGE
As a dental lab’s service portfolio grows increasingly versatile, it becomes more and more important to promote its offerings and uniqueness in the market. As with any business, good marketing will help labs establish a strong image, reach more customers and beat competition. There are plenty of marketing channels available to labs—channels that do not require the clout of a whole marketing department. An active and communicative website, direct mail campaigns, social media and digital newsletters are just a few examples.

THE FUTURE OF DENTAL LABS
Digitization of the lab industry opens a realm of opportunity as well as new business challenges. More than ever, it will become imperative to strengthen customer relationships by shifting focus and business models from production to services for dentists. As a first step, those labs which have not yet embraced CAD/CAM should do so soon—because a lab’s CAD/CAM maturity will become a key competitive advantage when all the other labs discover they had better go digital as well.

Labs that have already fully integrated CAD/CAM into their workflows and business models, while building up technology expertise, will simply have a head-start in relation to many of the competition-winning factors, and a bright outlook to their future.

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   (price includes scanner, computer set-up and 10 free BruxZir crowns, a $1,060 value)

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March 2015  dentaLLabproducts  13
A more efficient, disposable articulator

A new option to send completed bites to your clients.

by Vic Sober

Durable and stronger than most other plastic articulators, WonderTech Articulators (from Dental Creations) do not have stability problems. The articulators function much like metal “Foster” articulators. Once articulated, the case can easily be put through the same functions and excursive movements as metal or semi-adjustable articulators.

Many other plastic articulators have a tendency to rock back and forth or they can flex and bow, which makes it difficult to work. The dental technician constantly has to reposition the articulator to make it stable. WonderTech Articulators are made of a more durable, stable plastic, which helps to make a better end product.

The WonderTech Articulator functions the same as all other popular small, fixed metal articulators.

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Fig. 1: The components to the WonderTech Articulators

Fig. 2: Apply small amount of adhesive to model base

Fig. 3: Center upper ball receiver attachment

Fig. 4: Assemble ball joint and articulator base together. Snap ball joint into ball receiver.

Fig. 5: Upper model assembled

Fig. 6: Slide lower arm assembly into articulator base

Fig. 7: Place bite or triple tray onto model

Fig. 8: Set bite

Fig. 9: Place lower assembly into place. The articulator will move around through the ball joint to aid in articulation.
and is disposable, which eliminates the messy clean-up that is required with the metal articulators. Of remarkable importance, the Wondertech Articulators are affordable enough that the technician can send the finished product to the dental office with the articulator attached. They are also lighter weight than a metal articulator, which saves in delivery costs. By sending an articulator with the finished product, if there is a problem, the dentist can see where the mistake occurred. Metal articulators are too expensive, so they cannot be sent to the dentist with the finished product attached.

Additionally, Wondertech Articulators are designed to be easier to work with because whether a lab technician is doing crown and bridge work or a full denture, the Wondertech Articulators can be easily used for both applications. When working with metal articulators, the technician either has to use the metal crown and bridge articulator or use the full denture articulator to make the application.

Finally, Wondertech Articulators are easier to mount. The bottom piece slides in and out and the top piece will move up and down or from left to right which makes it easier to adjust the model to the right angle. With these articulators, the technician can send the finished product to the dentist with the articulator attached. After simply trimming the excess plaster from the outside of the product, articulator and product can be sent to the dentist.

### STEP-BY-STEP: USING THE ARTICULATOR

#### 01
Using a cyanoacrylate gap filling medium glue, apply the adhesive to the model base. This will hold the model in place for proper viewing of the final case. (Fig. 2)

#### 02
To prevent a misaligned articulation, center the upper ball receiver attachment to the middle of the model base. This will ensure a successful result when it's time to send the case to the client. (Fig. 3)

#### 03
"Snapping" in the ball joint into the ball receiver attachment assures you have properly connected the two. Your upper model is correctly assembled because the models will be level with the bench. (Figs 4 & 5)

#### 04
Assemble the lower arm assembly by aligning and sliding the two arms with the two holes in the articulator base. (Fig. 6)

#### 05
Trim bite or triple tray and place onto the models. This step makes certain the final model will match the bite. (Fig. 7)

#### 06
Set the bite by bringing the two models together with the bite in place. (Fig. 8)

#### 07
Now place the lower assembly into place in its place below the prepared upper portion. Via the flexible ball joint, the articulator will move around to aid in articulation. (Fig. 9)

#### 08
Using a cyanoacrylate gap filling medium glue, adhere the lower assembly onto the lower model. (Fig. 10)

#### 09
Once you know the bite is set, you may glue the upper ball joint assembly into place. (Fig. 11)

#### 10
To finish the articulation, glue the two arms of the lower assembly to the two holes of the articulator base. (Fig. 12)

Using this method, lab technicians can ensure excellent results with Wondertech Articulators. This affordable, disposable solution can help any lab ensure they deliver reliable, esthetic results to their clients every time.
Low-cost veneers for cost-conscious patients

A better result for improved anterior esthetics.

by Luke S. Kahng, CDT

INTRODUCTION

Our patient in this case study is a 50-year-old female who was experiencing some financial difficulties at the time her case was being completed. She expressed concern about the final outcome of her case and the appearance of her smile to both her dentist and the author. She was very dissatisfied with her smile, which led her to visit the dentist in the first place, but also concerned about cost. She also expressed apprehension regarding preparation—she did not want much reduction to her teeth in the correction process.

The clinician called the author to discuss lower-cost options for a patient, such as ours, who did not want her teeth prepped extensively and was concerned about payment. However, she was looking for improved anterior esthetics when she smiled, for which the dentist knew the author would explore options.

With all of these stipulations in mind, the author recommended composite veneers, a viable solution to the patient’s concerns and yet also technologically advanced—utilizing the lab’s skill and labor with fewer materials and, therefore, a lower cost.

CASE STUDY

01 In Fig. 1, we see an image of the dentist’s study models, used to evaluate the case for the patient’s area of concern, anterior teeth Nos. 7-10. The shape of her teeth...
The author next applied a dentin base in A2 (Fig. 4) with enamel layered over the top on Nos. 8 and 9. The lateral teeth buildup, using dentin buildup, was then applied (Figs. 5-6) to tooth No. 7. We next see a rough buildup on the centrals in Fig. 7, ready for light curing. The author then created contour with shaping based on the red line application (Fig. 8).

For this case, the author used a product called OPTIGLAZE from GC, an external stain kit and coating agent. OPTIGLAZE utilizes special nanofiller technology in which the tiny particles are evenly dispersed, offering long wear and resistance to discoloration, as well as a long-lasting gloss. The OPTIGLAZE image is shown in Fig. 9 with its multiple color possibilities. For our case, the author selected a white OPTIGLAZE composite color for his incisal enamel effective choice (Fig. 10), as well as an ivory color (Fig. 11). He then added a small amount of dark warm-tone color (Fig. 12) to mix together with the white, ivory and red he had previously chosen. To come up with a well blended combination of colors, a technician must understand the nature of color and the harmony of esthetics or his final shaded results will not match with the patient’s natural dentition.

05 After an OPTIGLAZE application to the incisal 1/3 to create translucency, the gingival area has a warm tone, including horizontal lines and a grey appearance to the mesial-distal corner. The interproximal contact areas also have a warm tone, creating a natural harmony within the restorations and a match with the patient’s natural dentition.

CONCLUSION

With minimum thickness allowed in the preparation of the teeth, a technician cannot apply specific enamel, translucency or mamelon amounts in order to achieve a match with the patient’s natural color. No more than two porcelain layers of color will work with a preparation thickness of only 0.1 to 0.3 mm, which leads to a final appearance that tends to be monochromatic in appearance, in the author’s opinion.

The difference, when using a product such as OPTIGLAZE, is that the technician can create optimum esthetics with very little prep to the patient’s dentition. It’s an indirect technique that benefits anyone who needs to perform multi-layering with a case but the circumstances do not allow that.

Fig. 10 White OPTIGLAZE material.
Fig. 11 Ivory OPTIGLAZE color.
Fig. 12 Dark, warm-tone OPTIGLAZE color.
Fig. 13 After-application color.

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From Traditional to Now: Taking Your Lab From The Past INTO THE FUTURE

By Robert Elsenpeter, contributing writer
IT SHOULD COME AS NO SURPRISE THAT THE DENTAL LAB INDUSTRY HAS—AND CONTINUES TO—GROW AND EvOLVE. FROM GEORGE WASHINGTON’S IVORY DENTURES (DESpite WHAT YOU HEARD ON THE ELEMENTARY SCHOOL PLAYGROUND, THEY WERE NOT WOODEN) TO PORCELAIN- FUSED TO METAL CROWNS TO TODAY’S ALL-DIGITAL, FULL-ARCH CASES, THE WAY WE DO THINGS HAS CONSTANTLY GROWN. EVEN WITHIN THE MODERN CAD/CAM SYSTEMS, PROGRESS CONTINUES.

TIMES, THEY ARE A-CHANGIN’
While current, modern systems seem to be the peak of technological advancement, CAD/CAM systems are still developing and will continue to do so.

“CAD/CAM is in its infancy right now,” says Mark Ferguson, assistant manager at Core3dcentres in Las Vegas. “Ten years ago, we thought, ‘We have to do these manual processes before we get to be able to do the next part.’ Now, it’s all digital, and we can change paths midway through a case. Manually, if I’m waxing a case, and now they say they want e.max, and I change my coping wax up to a full contour, that’s been a problem. In CAD/CAM, you might have to restart the case. That’s not the situation anymore. Now you can change paths midstream.”

It isn’t just the software that is changing, Hardware must also keep pace with advancements.

“The bigger part of it is not just the software; it’s also that the hardware of the computers is able to handle all the data,” Ferguson says. “When you look at the shape of a tooth versus the shape of a house, there are a lot of straight lines—doors and stairs, whatever. It doesn’t have the intricacies and the detail that you have when you’re designing a tooth. The tooth takes more processing power of the CAD station even than designing a house, even though the house is obviously much bigger. Hardware is catching up and becoming more and more affordable. Software’s pushing the limits of that at all times.”

ADVANCING ON DIFFERENT FRONTS
The equipment, products and materials of dental labs are improving but not all at once and not evenly.

“If you break down the evolution of the industry, I think it breaks down into advances in scanning technology and then advances in design technology and then advances in fabrication technology,” observes Larry Bodony, President of exocad in Woburn, Mass.

Each of the three is dependent on the others for success, and it all starts with scanning.

“Without a decent scan, the rest of it doesn’t make any difference,” Bodony says. “What we’re seeing, especially in the last two years, is the rapid evolution of so-called white light scanners, which look like they’re the leading dental lab scanner type right now. These replaced the old laser scanners. They’re faster and they have generally better accuracy.”

One of the key areas in which scanning technology has improved is its speed.

“The algorithms and the computers got faster enough to make some really sophisticated processing happen in real-time,” Bodony says. “The time to scan something has gone down dramatically in the last two or three years to the point now where high-volume labs can basically put junior people on scanning and crank out more than 100 cases a day.”

Once the scan moves to the design stage, technicians can do much more now than they could even a couple of years ago.

“From the CAD standpoint, what’s expanded has primarily been the breadth of restorations that you can design,” Bodony says. “Pretty much everyone started out with single crowns, inlays, onlays and things like that. Recently, what we’re seeing is an advance in other types of restorations—from bite splints to bars. Now, full-denture design systems are starting to make their appearance.”

MANUFACTURING
And when it’s time to make the physical product, innovation in materials and equipment are responsible for better restorations.

“It’s been in increasing material innovations and machining innovations that have led to all kinds of interesting breakthroughs, like being able to mill pre-sintered zirconia—even though the milling was fast, the sintering took forever,” Bodony says. “It’s all about getting productivity and good value on the restoration and good biological characteristics. On the fabrication side, now you hear a lot of innovation happening with 3D printers. Mills are pretty well understood, but, still, there are better and better mills every day that can mill harder substances and do it faster and more accurately.”

Rob Nazzal, CEO of Custom Automated Prosthetics in Stoneham, Mass., compares one of the earliest CAM mills, which was the size of a refrigerator and cost a quarter of a million dollars, to a present-day table holding five desktop printer-sized mills.

“These five machines don’t even add up to a quarter million dollars, and these machines can run circles
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around that old mill,” Nazzal says. “These things can do much more than that big refrigerator could do.”

While some of the advancement comes by sheer virtue of technological advancements, Nazzal attributes some of that advancement to older machines having to perform manufacturing tasks for a broad range of industries. Manufacturers are making the machines specifically for dental applications.

“Now that zirconia has taken off and manufacturers recognized dental as a market, they are making purpose-built mills for dental,” Nazzal says. “That’s why you see things that are the right size, have the right features and are just right for dental, and that’s why the price got to be into the right range.”

Labs need and want different things from their machines, so there can’t be a one-size-fits-all mindset guiding their development.

“We have very open machines with very often software feeding the machines,” Ferguson says. “Not every machine is great for everything, so we have certain machines we dedicate for wet milling of glass ceramic and then we have another one for metal and then we have other machines that don’t wet mill at all for where we will our zirconia or our PMMA.”

No matter where labs are now—or where the equipment progresses—it will never be in its final form.

“I think it will always be evolving and changing, because what’s perfect for one person is not going to be perfect for another,” Ferguson says. “I can say, ‘Is there a perfect-looking woman?’ And you can get a group of 100 different guys, and they’re going to have 10,000 different women that they think would be perfect, and they won’t look alike.”

**MATERIALS**

Advancements in the realm of manufacturing are not just limited to the machines. Materials have evolved and continue to be more useful within the world of CAD/CAM.

“Ten years ago, when we first started milling zirconia for example, at that time it was just white zirconia,” says Ryan Faufau, director of CAD/CAM Resources at Custom Milling Center in Arvada, Colo. “KATANA was a pre-shaded zirconia. They were actually one of the first pre-shaded materials on the market, but the translucency, the life-like look of the actual material itself wasn’t there. Back then, I wouldn’t have done a full contour with the material composition of the time.”

The improvement of materials makes CAD/CAM a more complete solution.

“With more translucent zirconia today, with multilayer products where it actually has that transitional blend from the gingival to the incisal, really kind of simplifies the process. The materials are really driving this digital era that we’re encountering,” Faufau says.

That growth in materials has changed the applications for which materials are used.

“We had the substructure first, then we got the full-contour zirconia and now are branching out into some of these more advanced things,” Nazzal says. “There are all kinds of materials on the market, like implant components, and all kinds of things that you can do in-house now.”

“The biggest change has been the availability of materials,” Ferguson adds. “That’s helped the dental labs, but it’s also hurt the dental labs. When we started milling in our dental lab, we had a couple different zirconias that we could choose from, maybe mill some wax or some PMMA, but now with all the glass ceramics and new materials coming out, whether they be VITA or DENTSPLY to compete with e.max, the material manufacturers are really working to make the materials themselves more processable, where you can click a button and let the machine do some work and you don’t have to sit there babysitting a burn out oven. It’s more about letting machines do the work while saving labor time so you can get more work through the lab.”

Materials are better for end results but also in terms of the demands on lab technicians.

“A lot of the newer materials are more user-friendly material in its milled version than in its pressed version,” Ferguson says. “One of the things we started to do in our lab pretty quickly was stop pressing e.max and start milling it. It’s simply made it easier on the ceramists.”

**WORKING AND PLAYING WELL TOGETHER**

When dental CAD/CAM systems first came to market, they were closed, proprietary systems, meaning that the scan, design and milling components were all made and sold by the same manufacturer. Over time, the industry has moved toward so-called “open standards”—specifically the STL file format—which allows work to be performed on any machine, no matter who manufactured it, as long as the machine can work with open standard files.

“It has to do with not creating proprietary, closed standards,” Bodony says. “The reason [companies make closed systems] is pretty obvious. They want to sell everything as possible in the food chain. The benefit is that it tends to be better-engineered because they control the source and destination of every piece of data. The difficulty for the purchaser is that once you commit to one piece of that puzzle, maybe it’s intraoral scanning for the design, you can only get things from that system and send things to that system because it’s closed.”

CAD/CAM was available in other industries before it came to dental, and the appeal of open systems was first evident in those applications.

While the STL format is utilitarian enough in its capabilities, dental still requires a better standard.

“The piece that’s missing in our standards today is a layer of metadata, which is data about the data,” Nazzal says. “That has to do with things like if you needed to pass on information about where the margin line is on the design file. Or, ‘What is the insertion direction of this STL file?’ Or, ‘What is the patient information for this file?’ There’s no sort of envelope for information that’s included to tell us anything meaningful about that data. There’s no real standard for that right now.”

For that standard to become a reality, it will necessitate a body to make those definitions.

“At some point, they’ll get forced to interoperate,” Nazzal observes. “The market is going to demand that it goes open and that these standards make it even easier to transfer information between these systems. There’s not a lot of motivation between the players to make it happen yet. As more cases become digital and more systems require interoperability, we’re going to see more of these standards evolve.”

**MAKING THE CHANGE**

Labs considering the move from analog to digital (or at least adding digital to their offerings) must be aware that there is a different workflow involved.

“Changing is very difficult,” Faufau says. “I’ve consulted with a handful of laboratories about how they’re going to integrate the new process of doing production from the conventional methods. It gets to the point where I think that most laboratories are under the belief that you can hire a gamer or somebody that’s good with the computer and end up with the same result. I haven’t found that to be true. What you see on the screen is different than what you physically see in your hand.”

Faufau gives new designers a hands-on demonstration of the difference between reality and virtuality.

“One of the things that I do when I have a new designer on staff is let them design, and then I go ahead and we mill the design out of wax,” Faufau says. “Then we actually place that on a model and let the technician look at the difference between what they’ve actually designed
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physically and what’s on the screen. It’s a good tool because it allows them to see, physically what they’ve done virtually.”

Nazzal favors a teamwork approach, pairing those who are technologically inclined with those who are dentally inclined.

“See if you can find someone in your group; don’t just take your best ceramist and put them on the computer,” Nazzal advises. “They may not be interested in doing these things. It can be very frustrating for them. See who gravitates toward the computer. You might have somebody who always fixes your front desk computer or somebody who is interested in doing the next cool thing in the company and will work to help make that happen. They just need to be sitting next to somebody with dental knowledge.”

Using a computer to make dental restorations has certainly made the process easier, but there is still something to be said for the knowledge and skill required making restorations by hand.

“In a lot of ways, becoming a good manual technician is harder than becoming a good digital technician,” Bodony says. “Not only do you have to have good conceptual knowledge of what you’re trying to do, but you also have to be mechanically very adept at waxing and cutting and grinding and polishing and all the things that techs traditionally had to do.”

While the field used to call for special people with the unique ability to work in both fields, those workers are becoming less and less rare.

“The idea is you had to create your unicorns,” Nazzal notes. “There are more unicorns out there than a lot of these unicorns have been grown because there’s so much digital out there in our industry, and it’s not as much of the unicorn as it was because there are thousands of scanners and there are thousands of mills out there now. A lot of technicians have touched these.”

CAN YOU STILL DO IT ALL BY HAND?

There is still a place for labs that do everything by hand, but those days may be coming to a close.

“It’s a little like the fish in the pond, and that is drying up,” Bodony observes. “It’s not going to happen all at once. You can have a couple of good dentists who are happy to send you restorations and happy to get the thing back. You can ignore it for a while, but the number of them is going to go down. There’s no question about it. Between the advances in intraoral scanning, CT scanning, implants, planning and all of that, the number of cases that are going to come in analog is going to decrease over time. When the exact point is when more cases are done digitally than analog is anyone’s guess because it’s impossible to gather the data. Everyone seems to agree that it’s happening, and it’s happening rather quickly right now. The dentists I know who are using intraoral scanners are very happy with them, and they’re getting the results they want. They certainly don’t mind saving all the money in impression material and getting more reliable results.”

“Dentists are becoming more comfortable with CAD/CAM systems so the workflow is changing right from the earliest stages of restoration making. If you’re going to stay relevant to the industry, you have to adapt to technology,” Faufau says. “I’m seeing more and more young clinicians—doctors being trained in utilizing chairside scanning at universities. One of the first things they want to do is continue to use that technology once they graduate and open up their own practice. In order to work with these doctors, you’re going to have to have a way to accept data from them. I think technology is definitely the driver of the industry at this point, and if you haven’t adapted to it and you may be left behind.”

Many older labs may stick with traditional methods simply because they specialize and might be near retirement, but those labs would be wise to consider their exit strategy.

“I think there are always going to be processes that will be done by hand, at least for the foreseeable future,” Ferguson says. “But I know some labs that are small, boutique labs that are one- or two-man labs. They charge whatever they want to charge. They are at the absolute highest end. They will probably be able to make it through to retirement. I think there will always be a place for that. It also matters what they want to do with their lab when they’re ready to retire. When I look at a small lab that has CAD/CAM in its facility already, that’s something that you can sell. But when I look at a lab with one ultra-high-end ceramist who wants to retire, that lab has nothing to sell at the end. As a business plan, I think what CAD/CAM does is it allows you to maintain the same quality more predictively, more streamlined, more efficiently and more quickly. Smaller labs mostly have older technicians thinking of an exit strategy. If you have a five-man lab that’s doing everything by hand, your exit strategy is to sell off your accounts and maybe some equipment, but it isn’t really as much as when you bring in CAD/CAM.”

“Making the Move

Deciding to embrace digital technology is the first step. But once that decision is made, the move shouldn’t be made carelessly or without solid planning. The biggest problem that I see is the up-front investment that you have with technology, and then obviously not knowing if that return on investment is going to come back at a fast rate and what the laboratory is expecting when they integrated,” Faufau notes.

“CAD/CAM systems require more than a passing bit of education. Most laboratories can’t just go to a seminar to learn it,” Faufau says. “They need chairtime. You need time with the software. You have to get familiar with the tools that the software offers, and a lot of that you just need to put in the time to learn it.”

Ferguson advises not just looking at the price tag on a new machine but also knowing about the company supporting it.

“The biggest thing is to research the support that you’re getting with whatever system you choose,” Ferguson says.

“There are a few major systems out there, and may be bought from any number of different people. Use 3Shape, for example. It’s the same system shipping from 3Shape, but how was the company you bought it from supporting you? That makes more of a difference than a thousand dollars on the purchase of a scanner. You can easily lose five to ten times that amount in trying to figure out that the system didn’t come with the proper support and training. It doesn’t matter the system: 3Shape, Dental Wings, exocad, whatever. Especially for technicians who haven’t dipped their foot into CAD/CAM, that training and support is going to be their lifeblood in how they incorporate their manual workflow digitally.”

The industry is firmly on the track to embrace digital, and it’s something labs that aren’t incorporating it should. “If you look through the vendors who are involved with some of these [trade] shows today, the focus is digital,” Faufau says. “If you’re not digital today, I don’t know what you’re going to show for.”

Nazzal recommends making sure you’re not going to digital just for the sake of going to digital. There needs to be some justification for it.

“For instance, zirconia is the fastest-growing restoration, and it’s best made using digital processes,” he says. “If you’re getting lots of orders for zirconia and you’re outsourcing those orders, it might make sense to bring that technology in-house. But there are certain times when you shouldn’t do it. If you’re only doing two or two or three zirconia units a day, it might not make sense to bring some of the stuff in-house.”

There has been a lot of evolution in dental lab technologies, and that growth hasn’t ended yet. Make sure you’re prepared to make the leap to the future, and you’re doing so in ways that will make your lab last into the future.
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**NOBILTONE**

NobilTone is a complete denture base line featuring three denture base materials: High-impact heat-cured, regular heat-cured and self-cure. The high-impact material reportedly features exceptional flexural strength and color-stability. The self-cure material features pink-veined shades said to match industry standards and be quick to pour. NobilTone also includes an easy-to-use color-matched repair material.

518-434-3147
Nobilium.com
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Schütz Dental Group

FUTURAGEN

FuturaGen is a high end and high impact self-cure acrylic. The fine-grained powder reportedly allows for the production of perfectly fitting prostheses. Designed to be poured, packed or injected, FuturaGen sets fully in only 25 minutes and can also be used for repairs and relines. It is available in pink, pink-transparent, pink-opaque and clear in 500g or economical 1000g packages.

866-922-1484
sdginnovations.com
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ST. GEORGE TECHNOLOGY

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I have been pouring denture base material starting in 1967. I can say Excel Pourable is the best result I have had over all these years. The option of making your own shade is great. I mix two shades for one I like, and it is astounding. The finish and material cooks so great that all my doctors really like it. Keep producing the Excel Pourable because it is really a quality product.

—RON EMMONS, TRIANGLE DENTAL LAB, TRIANGLE, VA.

St. George Technology

EXCEL-P FORMULA

State-of-the-science polymer now brings unprecedented performance to pourable acrylics. With St. George Technology Excel-P formula pourable denture base materials, lab technicians can enjoy a pourable base that reportedly mixes quickly to produce the perfect consistency needed for optimum flow and unparalleled performance. Excel-P is cadmium-free with a super-fine particle size said to enhance strength and tooth bond. With a four- to five-minute pour time and 20-minute curing time, its molecular structure reportedly eliminates porosity and minimizes shrinkage. It is also said to provide exceptional color stability.

910-397-0781 | Stgeorgetechnology.com
CIRCLE RS #28

St. George Technology

EXCEL-P FORMULA

State-of-the-science polymer now brings unprecedented performance to pourable acrylics. With St. George Technology Excel-P formula pourable denture base materials, lab technicians can enjoy a pourable base that reportedly mixes quickly to produce the perfect consistency needed for optimum flow and unparalleled performance. Excel-P is cadmium-free with a super-fine particle size said to enhance strength and tooth bond. With a four- to five-minute pour time and 20-minute curing time, its molecular structure reportedly eliminates porosity and minimizes shrinkage. It is also said to provide exceptional color stability.

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St. George Technology

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tcs' Unbreakable (nylon) and iFlex (polyolefin) reportedly are extremely resilient high-performance materials used for the fabrication of RPDs. They are both said to offer uncompromising esthetics and functionality. These materials are lightweight, durable and can be repaired and relased. tcs' Unbreakable is guaranteed unbreakable, has very low water absorption and has a proven history of success. iFlex is clinically unbreakable, stain-free, has virtually no water absorption, is easy to finish and polish and is slightly more translucent than tcs' Unbreakable.

866-426-2970
tcsdentalinc.com
CIRCLE RS #29
**Valplast**

**VALPLAST®**

Valplast® is a flexible denture base resin formulated to be ideal for partial dentures and unilateral restorations. The resin is biocompatible, thermoplastic nylon said to have unique physical and esthetic properties. Valplast® allows for natural tissue tone to appear through the material, matching the five available Valplast® tissue shades. Valplast® partials are also guaranteed against breakage and fracture for the lifetime of each appliance. The translucency of the material allows the appliance to blend in with the surrounding tissues, making clasps virtually invisible. After more than 60 years, Valplast remains a leading choice for dental professionals, powered by a network of several thousand processing laboratories.

516-442-3923
valplast.com
CIRCLE RS #30

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**Zahn Dental**

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DuraFlex™ thermoplastic material is said to combine flexibility, translucency and durability to create removable partial dentures. Unlike leading flexible partial materials, DuraFlex™ reportedly absorbs virtually no water when immersed, making it more resistant to stains or odors. Additional benefits are said to include clinically unbreakable advanced thermoplastic, easy adjustment and polishing, thinness and translucency. DuraFlex™ is available in seven shades.

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One of Ivoclar Vivadent’s newest entries into the IPS e.max® line is the IPS e.max Press Multi, a multi-shaded lithium disilicate glass ceramic. The material reportedly demonstrates a lifelike shade progression from the dentin region to the incisal areas, thereby imparting high esthetics to monolithic restorations.

The new IPS e.max Press Multi ingots are comprised of the clinically proven lithium disilicate glass ceramic (LS2), which exhibits a high strength of 400 MPa. The ingots are engineered with a graduated level of shade and translucency similar to that of natural teeth: The chroma and opacity of the material are higher in the cervical and dentin region, and the incisal areas are suitably more translucent. IPS e.max Press Multi ingots are available in one size and in the following shades: A1, A2, A3, A3.5, B1, B2, C1, C2, D2 and BL2. The IPS e.max Press materials are fully compatible with the Programat® EP 3010 and EP 5010 press furnaces with the most recent software.
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A more portable way to cure

The new metalight handheld curing light provides excellent results in a smaller package.

compiled by Ryan Hamm. Information provided by primotec USA.

Primotec
primotecusa.com
866-643-3129
info@primotecusa.com

Features
• Distortion-free curing due to constantly low polymerization temperature
• Cooling system with fine dust filter
• Comfortable, portable and easy to use
• UV filters allow direct observation of the light curing process
• Features two-year warranty (excluding bulbs)

Primotec’s curing light, metalight, has a new handheld model designed to increase flexibility and ease of use in the dental lab. The handheld version, like other metalight options, was specifically developed to cure all primotec materials, including metacon light-cured wax, primopattern light-cured universal modeling resin, primosplint composite material for night guards, primobase light-cured base plate material and primotray custom impression tray material.

To allow for long working times, primotec light-cured materials cure at a very low wavelength that does not cure under normal fluorescent lab lights. Additionally, the materials are engineered to provide distortion-free curing due to constantly low polymerization temperature.

The metalight handheld cures from 380-420nm and is also designed to cure many other light-cured materials on the market. The handheld light also comes with a two-year warranty (excluding bulbs).

A closer view of the handheld metalight.

The metalight handheld without base.
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cubeX2 cubic zirconia is a new material option available from Dental Arts Laboratories. The cubeX2 material combines the positive properties of zirconia, such as strength and a long-term success rate, with a stated significant increase in translucency (49 percent translucency). This combination is engineered to make the material ideal for anterior and posterior applications, including up to three-unit bridgework in all tooth positions. Reportedly highly biocompatible and requiring only a feather-edge prep, cubeX2 is said to be the ideal restorative material for today’s dentistry, offering the translucency of a lithium disilicate while retaining the strength of zirconia (720 MPas). The material is formulated for technicians who no longer want to choose between traditional zirconia and lithium disilicate; cubeX2 zirconia is designed to do it all.
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Rob Nazzal
CEO OF CUSTOM AUTOMATED PROSTHETICS

01. **CAP just agreed to a big partnership with Amann Girrbach. How did that come about?**
Amann Girrbach basically came to us and said “we see that we have a lot of similar philosophies on the in-house movement,” meaning both CAP and Amann Girrbach see that dental technologies are ripe to bring in-house in an economical and logistical sense. A lot of it too is that Amann Girrbach saw the way we do things in a style they like as well. We’ve always had a lot of respect for them as a high quality company, and we’ve known them for long time.

02. **What are the parameters of the arrangement? What is CAP taking over for Amann Girrbach?**
Amann Girrbach (AG) is basically working with us to strengthen their position in the U.S. They’re working a lot in this market—like a lot of our manufacturers—to bring products to the market; we’re taking care of sales and first line support. AG stands behind us with anything that’s a level-two (or higher) type of issue. Our customers still have access to AG support staff—and many of the support team members are spending time with us at CAP and we’ve gotten quite a bit up to speed. It’s working nicely and we’re working together with a level of commitment that I think is fantastic.

03. **Why did you choose to partner with AG?**
We started at the core with our mission. CAP’s view of its job is to help labs thrive. With that comes providing labs with solutions that we know work for them—solutions that have real return on investment, deliver high quality results and are backed by a support team that will help customers know the investment they’re making is a great investment. When we looked at the AG product line we saw that it fits really well into that mission.

04. **What products do they have that you were excited about?**
From a products standpoint, there’s some new and exciting things coming from AG. There’s the Motion 2 mill of course, but the new custom abutment solutions with that mill are very neat. A lab can mill a custom abutment in house with a milling machine that has so much versatility in terms of wet and dry, they can do zirconia and e.max and a custom abutment in the same mill. It was built with the same level of care and quality the other products we’ve known from AG have demonstrated in the digital world.

05. **What new products and services are you able to offer to your customers?**
We are able to offer the complete AG product line, so there is a classic line of products around model management. On the CAD/CAM side, we have the Map400 and the Motion 2 mill, and the Ceramill mikro milling machine, an exciting new 4-axis dry mill, is coming out. And then we offer the new features of the Motion 2, one of which is the custom abutment module. Customers can add on to mills they’ve already bought, so they don’t have to buy a new mill, just new modules. We have all the new materials and consumables that AG offers as well.

06. **What changes can existing AG customers expect to see?**
They’ll still have access to everything they had before, but now they’ve got access to our support team too. So we’ve enlarged the support. And one new thing is that we have the ability to do backup milling for customers—we have the Motion 2 mill in our milling center, so we can do that for them if they need us to.

07. **What changes can CAP customers expect to see?**
I keep going back to this theme of choice. They now have access through the CAP family to another product offering that, as their needs evolve in the future, provides a whole new series of equipment. We’re also expanding our classic products line with a new GC America partnership, and we’re bringing in all of their lab products. The idea is we really want to be able to service the customer needs. Before that used to just mean hardware/software/materials but labs need more than that, and we want to be able to deliver high quality products and brand names that our customers need.

08. **What advantages do you think this agreement brings to the lab market?**
I think in a lot of ways, CAP has a strong relationship with a good portion of the lab community. I’ve been in software/hardware businesses in the past where the sales process is kind of biased toward where you sell what you have. I don’t love that! The customer has to put up their guard and say, “is this really the best thing for me?” We really want to provide the best thing for the customer. It’s this Golden Rule philosophy that I try to bring to the company. How would I want to buy something? I want to buy something that fits my needs and will help me. Choice is the most exciting thing for all of us in this process. AG and CAP and the market will all benefit in this way.

09. **What else is new at CAP?**
We have a super translucent zirconia, cubicZ! cubic zirconia and our CAP2ills management software. We have also recently also partnered with Stratasys as our 3D printing partner, and we’re starting to ramp that up and we’ll be selling the model and surgical guide 3D printers. We’re going to be announcing a new zirconia line called Z-complete that’s a little bit more economical, and has a complete shade line as well. When we started in 2010, we offered three products, and now we have over 2,000!

10. **Anything else you’d like to add?**
I recently got to go visit the Amann Girrbach factory, and one thing really stood out to me. There was a gentleman working on the arm of the door of a mill, and the way that this guy was caring for the door was amazing. It was an eye opener for me to see how much they make in house and how much goes into the quality. It really fits in well to our product line. CAP’s goal isn’t to provide every product on the market but to provide customers with options based on the needs of the lab. It’s sort of like: When you go into a Honda dealership, the salesperson is going to sell you a Honda, they’re not going to say “given your needs, here’s the best car for you, and it’s not a Honda.” CAP doesn’t want to be that—we want to give people a choice in a select group of products and we can adjust that to fit their needs the best. It’s hard to achieve in this industry, but we’re very excited we can do this.
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