

Fall / Winter 2007-08

News and resources from
Northwest Laboratories

Note from the President

Hopefully, you have received a fun postcard with your name stenciled on a pumpkin crate. If you're wondering how we did that, I can tell you it was created using innovative software called XMPIE. This is called variable data printing: the latest way to get people to look at their mail.



We have found that the best, least invasive & most cost efficient way to introduce our Laboratory to new clients is through direct mail. Therefore we have invested in this new technology which includes a large digital printing press, used to print this newsletter.

Next year we will offer services to our clients using variable data printing to help build their practices. Since the fixed costs of this technology is covered, we can offer the service at an attractive price. We can even profile your best clients to determine a very targeted list in your area.



Looking forward to the future,

Patrick Tessier
CEO & Founder



Improved Products

We are fortunate to have big improvements on two of our most popular products. *They are available now!*

• Cercon® Shaded Cores

At this year's ADA convention in San Francisco, Dr. Gordon Christensen recommended that Dentists *only* use zirconium that has been shaded. Since the middle of October, we have been shading our Cercon zirconium prior to sintering with a choice of 16 shades (Lava has only 8). The results have been spectacular and now all Cercon restorations are shaded to match the porcelain. This means we now recommend Cercon anywhere in the mouth. No need for you to choose the core shade, our talented technicians will select the correct one to match your Rx.



• Thin Veneers

Ivoclar has added a new product to the e.max® press line called e.max® press LT. It can be pressed down to 0.3mm, making it viable for No-Prep or Minimum Prep veneers. In other words, e.max press LT is the competitor to the famous "Lumineers". The advantage to e.max press LT is the flexural strength; 400 MPa versus approximately 110 MPa for stacked porcelain veneers like Lumineers. We can even create characterizations like the picture at the right.



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Product Quality, Safety and the FDA

Recently, there has been a lot of press concerning unsafe products. We want to assure our clients that restorations from Northwest Laboratories are among the highest quality and safest dental restorations found anywhere in the world.

Our Laboratory was established in 1976 in Hong Kong, affiliated with The University of Hong Kong Dental School. To meet the high standards of the European market, we completed the rigorous international quality certification ISO 9001 & EN 46002. In 2006, we were certified under the updated ISO 13485-2003. All of our materials are FDA 510k approved and we track the lot numbers through to your patients for 5 years.

Most domestic labs are not even required to register with the FDA and according to NADL (National Association of Dental Laboratories) Co-Executive Director Ricki Braswell, many dentists are unaware that in 47 states, dental technicians work without minimum standards or governmental regulations. All that is needed is a business license. Hair stylists are more regulated than US dental technicians. All of this means Northwest Laboratories meets and exceeds a much higher level of government regulation and scrutiny, which protects our clients and their patients.

Larger domestic labs are starting to tighten up their processes and moving toward third party quality certifications. But so far, less than 20 out of the 14,000 labs in the US have been certified under DAMAS (a less stringent model based on ISO 13485), and **Zero** labs have been ISO certified. The high costs and resources needed for professional quality management in the manufacturing of medical devices are just too much for most dental labs. These same labs lack the systems to create consistency which attributes to the #1 reason Dentists switch labs: inconsistent quality.

Our clients don't worry about product safety or inconsistent quality. They sleep easy, knowing that all restorations are made with the finest FDA approved European materials and manufactured in a ISO 13485 certified system that exceeds the FDA requirements. We are extremely proud to provide this ultimate level of product safety.



More Continuing Education

As the year nears the end, we can report that **our technical staff has attended almost 250 hours of CE this year.** Most course work was directed toward Dentists, enabling us to enrich our knowledge in the same subjects that interest our clients. Our main focus in implants and cosmetics is supported with many hours in the classroom.

Here are some of the highlights:

- ADA - Gordon Christensen - New Aspects of Dentistry
- ADA - David Hornbrook - Aesthetic update
- ADA - Gordon Christensen - "Mini" Implants
- AAED - Functional Occlusion, Periodontics, Anterior Esthetics, Ethics in Esthetic Dentistry, Endodontics
- Dawson - Occlusion and Function for Technicians
- PNDC - Overview of new technologies and techniques
- Nobel Biocare World Conference - Noble guide system, Hands on implant placement, & more
- AGD - Dawson Concept of Complete Dentistry
- Aesthetics in the Alpine - Occlusion, esthetics & more
- AAID - Tools, techniques and technology sessions in evidence-based implant dentistry
- AACD - Photography, Case Planning, Esthetic techniques and solutions

PS: This conference is a blast!

Save the Date January 27 – February 1, 2008
 Harris & Callaway's 3rd Annual Aesthetics in the Alpine at
 Whistler Blackcomb www.harriscallaway.com
It's more than a conference, it's an experience.



Dr. Michael Kocsarski, Dr. Michael Melkers and others to present!