



## NEWS RELEASE

### Jensen Dental Expands Online Presence Creating a Digital Educational Experience for Customers.

**North Haven, Conn.** – Jensen Dental expands their online presence by now delivering educational tools and communications via Facebook, Twitter and Vimeo. By participating in these social networks, Jensen is able to increase their reach to customers and more efficiently serve their needs in a digital, on-demand environment. In addition, Jensen is reaching the Dental Lab community through regular postings on a sponsored forum of the DLN (Dental Lab Network).

Jensen launched its Vimeo video channel in August with a series of short sequential video modules narrated by Don Cornell. The videos cover techniques on shading Jensen XT Zirconia and staining & glazing with InSync Stain & Glaze, from the perspective of the lab technician.



The digital education experience Jensen is providing for customers is designed with one primary objective; to help customers achieve optimal results using proper techniques with Jensen products, increasing both their satisfaction and productivity. “From tips and techniques to videos, webinars and special promotions, customers can now watch, learn and interact with Jensen Dental on their home computers and mobile devices, at their convenience, at no cost to them,” said Kevin Mahan, VP of Sales at Jensen Dental.

Jensen encourages customers to ‘like’, ‘follow’ and ‘subscribe’ to their social networks to receive notifications on new training videos, helpful tips, news, updates and more.

[Vimeo/channels/JensenDental](#) | [Facebook/JensenDental](#) | [Twitter/JensenDental](#)



#### About Jensen Dental

For over 35 years, Jensen Dental has helped dental laboratories and dentists create beautiful restorations more efficiently by offering a full suite of innovative solutions backed by world-class education and support. Jensen provides quality products and services including digital CAD/CAM systems and digital materials, alloys, refining, porcelain, investment, furnaces and more.

#### Media Contact

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