



## NEWS RELEASE

### **Murray Dental Laboratory Deploys Jensen Dental CAD/CAM Solution for Increased Productivity, Higher Sales and More Consistent Restorations**

NORTH HAVEN, Conn. – Murray Dental Laboratory has reported increased productivity, higher sales and more consistent dental restorations as a result of deploying Jensen Dental’s digital CAD/CAM solution, Jensen Dental announced today.

Located in Durham, N.C., Murray Dental Laboratory has five employees and provides area dentists with a wide range of implants and crown and bridge restorations. A dental technician with 29 years of experience, owner Raymond Murray recognized the need to incorporate CAD/CAM into his operations to stay competitive and deliver restorations using the latest materials requested by his clients. After evaluating several CAD/CAM systems based on value, quality, ease of use, access to materials and dedicated training and support, Murray selected the Jensen Dental digital solution.

“I knew I had change with the technology or get left behind,” said Murray of his decision to purchase the Jensen CAD/CAM system. “Now, sixty to seventy percent of my workflow has gone digital, which saves me money on labor, materials and production time while still letting me create a restoration that has the esthetics and functional capability of traditionally-produced restorations.”

Designed specifically for small to medium sized dental labs, the Jensen digital solution is a validated and integrated CAD/CAM system that is 3M ESPE™ Lava™ Materials approved, consisting of a scanner, design workstation, mill, furnace, software and materials offered at an unprecedented price point and backed by best-in-class training and support. With the Jensen digital system, laboratories can scan, design, mill and sinter highly-esthetic dental restorations from innovative materials including Lava™ Plus and Lava™ Ultimate from 3M ESPE™, and Jensen HT High Translucency Zirconia and Jensen Millable Wax.

“Today’s challenging business environment has placed dental labs at a crossroads when it comes to how to best expand their business while optimizing profitability to meet the growing needs of their dentists,” said Joseph Carofano, General Manager of Jensen Dental. “Jensen has taken the complexity out of dental CAD/CAM by providing an integrated system that is easy to implement and use and is backed by expert training and support, allowing dental labs to focus on the quality and consistency of their restorations and not just the technology. We’re pleased that the Jensen digital solution has helped Raymond Murray grow his business and better serve his clients.”

A free case study outlining the success Murray Dental Lab has had with the Jensen CAD/CAM system can be downloaded at:

[http://www.jensendental.com/digital\\_dentistry/education/digital\\_difference.html](http://www.jensendental.com/digital_dentistry/education/digital_difference.html)

#### **About Jensen Dental**

Jensen Dental helps dental laboratories and dentists create beautiful restorations more efficiently by offering a full suite of innovative solutions backed by world-class education and support. An



international ISO 13485 certified dental product manufacturer and distributor, Jensen provides quality products and services including digital CAD/CAM systems and digital materials, alloys, refining, porcelain, investment, articulators, occlusal molds, furnaces, and removables. Jensen has been a trusted partner to dental lab technicians and dentists for more than 35 years. For more information, visit our website at <http://www.jensendental.com> Follow Jensen Dental on LinkedIn at <http://www.linkedin.com/company/jensen-dental>

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