



NEWS RELEASE

Jensen Dental CAD/CAM System, Lava™ Ultimate Restorative Named to 2012 JDT WOW! Products List

NORTH HAVEN, Conn. – Jensen Dental, a manufacturer and distributor of products and services to dental laboratories, today announced that two products – the Jensen Digital CAD/CAM Solution and Lava™ Ultimate Restorative from 3M™ ESPE™ -- have been named to the Journal of Dental Technology's WOW! Products list for 2012.

Selected by panel of industry experts, the JDT WOW! Products List recognizes services, materials, tools and equipment that helps laboratory owners and technicians save time, save money and improve quality. The list is published in the October issue of JDT, out now.

“Jensen Dental is proud to be recognized by JDT for providing innovative solutions that meet the needs of dental labs by having two products named to the WOW! list for 2012,” said Joseph Carofano, General Manager of Jensen Dental. “We understand the challenges faced by dental labs today as they look to grow their business, increase productivity, and reduce costs. The Jensen CAD/CAM system and Lava™ Ultimate Restorative can help labs significantly improve their daily operations while delivering the consistent, highly esthetic results doctor's demand.”

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 system, laboratories can scan, design, mill and sinter highly-esthetic dental restorations from innovative materials including Lava™ Plus High Translucency Zirconia and Lava™ Ultimate Restorative from 3M™ ESPE™, and Jensen HT Zirconia and Jensen Dental Milling Wax.

Lava™ Ultimate Restorative from 3M™ ESPE™ is the newest innovation in restoratives -- a resin nano ceramic that offers precise milling, brilliant esthetics and a unique shock absorbing cushioning characteristic that increases durability, fit and wear resistance. Lava™ Ultimate Restorative delivers real productivity to dental labs by not requiring time consuming post-milling firing, needing only a quick polish to finish. Lava™ Ultimate Restorative is indicated for a full range of permanent adhesive, single-unit restorations, including crowns, onlays, inlays, veneers and implants.

Dental laboratories interested in learning more about the Jensen Dental CAD/CAM solution or Lava™ Ultimate Restorative can contact Jensen Dental at 800-243-2000 or visit <http://www.jensendental.com>

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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