



The 3D Printing Advantage:

HOW TO TRANSFORM YOUR BUSINESS TODAY

You can meet today's business challenges head-on with the strategic use of 3D printing to improve your workflow and set your laboratory apart from the competition.

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Print surgical guides like this one to practice upcoming surgeries prior to working on the patient.

TODAY'S CHALLENGES LEAD TO TOMORROW'S OPPORTUNITIES

It's no secret that dental laboratories are continuing to enter uncharted business territory—and that it's not likely to stabilize anytime soon. While profit margins are decreasing, competition and price pressures are increasing.

Laboratory owners must take advantage of the efficiencies offered by technology, while applying a fresh perspective to its particular strengths and specialties. And once the laboratory has determined its vision, systematically communicating these benefits and its high-tech image to its customers is essential.

- *How do you define and leverage your strengths?*
- *What technology can you implement that will benefit you the most both today and long-term?*

This transition can reveal opportunities for those who adapt and move out of their comfort zone into an advanced digital workflow. The decision is rapidly becoming less “when” to invest than “what” to invest in and “how” to successfully integrate the technology into existing production processes, and how to use the technology to enable new business lines and revenue streams.

One of the clearest examples of emerging strategic technologies is 3D printing. Although still considered to be new in dentistry, 3D printing is beginning to enter the mainstream and demonstrate its workable advantages.



Digitize your dental laboratory's entire workflow in-house to speed up production of parts, like this crown and bridge model.

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Multi-material technology allows for the creation of gum-like textures and a range of colors to represent natural tooth and gum shades.

WE'VE PASSED THE TIPPING POINT: 3D PRINTING HAS COME OF AGE.

The Battle To Get Ahead

By now, the advantages of a digital workflow for dental laboratories are self-evident. For those eager for the day when everything from scheduling to finished restoration can be achieved digitally and automatically, the future is here.

Adding 3D printing technology to the digital workflow moves these efficiencies to the next level, from digital design to the production stage. Through the synergy of oral scanning, CAD/CAM, and 3D printing, dental technicians can accurately and rapidly produce crowns, bridges, models, and a range of orthodontic appliances. In addition,

laboratories can eliminate the inefficiencies inherent in manual modeling.

3D printing complements traditional processes to streamline production and open the way to new business opportunities. And as its utility and accessibility increase, so does its potential to unlock innovation in unforeseeable ways.

EXCEEDING EXPECTATIONS WITH 3D TECHNOLOGY

Investing in the appropriate high-level technology helps you move your business out of reactive “survival mode” and into the active development of your own growth opportunities. As dentists are adapting to meet their patients’ demands for the latest technology to increase efficiency



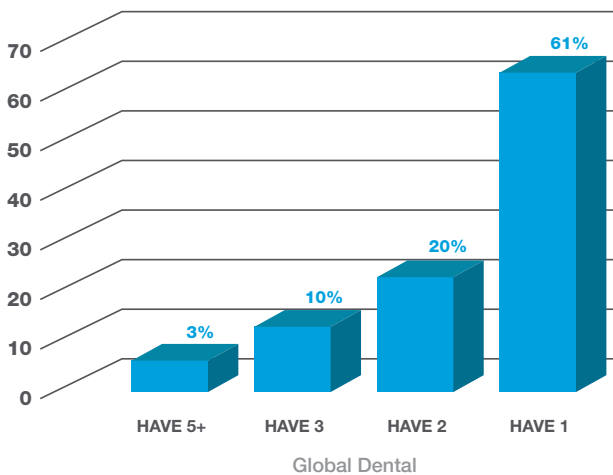
Stratasys dental materials combine superior accuracy, high precision and dimensional stability for a range of dental appliances, restorations and models with consistency and exactness.

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3D PRINTERS IN U.S. LABORATORIES

9/10 of laboratories surveyed do not have a 3D printer.
Of laboratories that have a 3D printer:



Source: NADL 2014 Materials and Equipment Survey. Available at NADL.org

and predictability, they are expecting the same response from their laboratories.

As an emerging technology, 3D printing still retains some of its futuristic aura, and its use is a clear signal that your laboratory is an industry leader. Its use differentiates your laboratory from others and demonstrates confidence in your technicians, your vision, and your business future.

WHAT YOU NEED TO KNOW THE TECHNOLOGY IS HERE: TODAY

3D PRINTING IN THE NEWS

GLOBAL DENTAL 3D PRINTING MARKET
EXPECTED TO REACH

\$752.5M

Source: Meticulous Research

DENTAL SECTOR TO DRIVE

3D PRINTING BOOM

Source: CNBC

THE 3D PRINTING ADVANTAGE:

Each dental 3D printer runs on a patented, industry-leading technology to build models and dental appliances in-house, directly from digital files.

PolyJet technology empowers dental practices and laboratories with four specially engineered dental materials that provide amazingly fine 16-micron layer thickness to render small features in great detail. It lets you quickly and easily produce

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surgical guides, accurate fitting models, veneer try-ins and orthodontic appliances from materials specially engineered for dental applications.

TRANSFORMING THE DENTAL LABORATORY BUSINESS MODEL

Across many industries, 3D printing complements traditional technologies to improve product design, streamline manufacturing, and even forge entirely new business models.

For the dental laboratory, the advantages include:

- **maximizing productivity** while re-skilling labor
- **eliminating the bottleneck** of manual modeling
- **expanding your customer base** with new capabilities
- **dramatically increasing output** to meet higher demand
- **making inexpensive mockups quickly**
- **achieving intricate anatomical detail** in wax patterns
- **wasting less material**, leading to cost savings

As the industry moves forward, laboratories will need to continually evaluate and balance the analog and digital processes as a complete system. These processes could change—and change quickly—as the practical uses of the technology evolve to more fully meet the demands of dental laboratories. Where will you be in that process?



Stratasys dental technology provides the best color match in the industry in a material medically approved for temporary in-mouth placement up to 24 hours.

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FIND YOUR DENTAL SERIES 3D PRINTER



Stratasys J700
A high-throughput clear aligner 3D printer



Objet260 and Objet500 Dental Selection
Maximum materials versatility for your dental lab



Objet30 Dental Prime
Precise digital dentistry at an affordable price.



Objet Eden260VS Dental Advantage
Efficiency for growing labs

LEARN MORE AT STRATASYS.COM



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