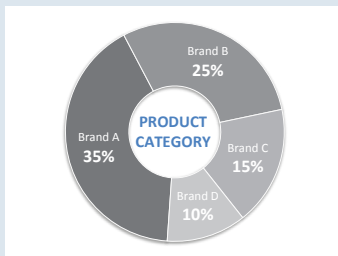


Value Proposition

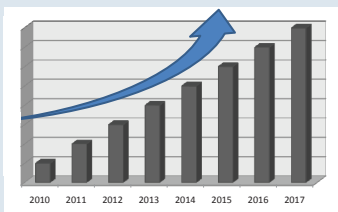
The effectiveness of this report lies in the data captured from hundreds of U.S. dental laboratories. The report provides robust, quantitative, and statistically valid information with end-user reported trends, product usage, and market shares in many product categories. This allows companies to build solid business strategies and tactics from accurate data collected directly from dental laboratory management.

Market Share



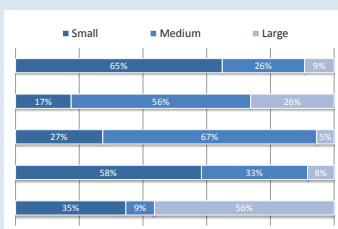
Brand market share is captured in many categories

Growth Characteristics



Comparing current production with observed and expected changes creates a forecasting model

Segmentation Analysis



Market segments are statistically analyzed for differences

2011 U.S. Dental Laboratory Market Assessment and Trends Report

Overview:

The Key Group Inc., a leading global healthcare market research firm specializing in primary research, technology, and market intelligence has announced the release of its 2011 U.S. Dental Laboratory Market Assessment and Trends report. The U.S. dental lab industry has been experiencing rapid changes due to several key environmental factors such as: New technologies, automation, labor availability, aging population, patient demand for esthetics, and globalization. It is critical for companies providing products and services in the dental lab space to make strategic business decisions based on contemporary Voice of Customer (VOC) data. Understanding a complex and dynamic business environment such as the dental lab market is important. Fact-based and up to date information collected directly from key decision makers in nationwide dental labs is vital in providing companies a sustainable competitive advantage.

Scheduled Publication Date:

May 2011

Methodology:

The information captured in this report was collected from approximately 300 dental labs randomly selected across predetermined dental lab size segments (based on number of employees) that mirrors the industry breakdown. The respondents completed a web-based quantitative survey with over one-hundred questions.

Target Audience Sampled:

Key decision makers in United States Dental Labs – Owners, General Managers, and Directors

Topics Covered:

Production

Crowns & Bridges
Inlays & Onlays
Veneers
Dentures
Implants
Mini Implants
CAD/CAM

Supplies

Porcelain Powders
Pressables
All-Ceramic CAD/CAM
Metal Alloys
Denture Teeth
Acrylics & Waxes
Gypsums

Trends and Metrics

Market Share by Brand
Digital Impression Usage
CAD/CAM Usage
Outsourcing Strategies
Forecasted Growth
Year to Year Change
Purchase Intent

Final Report:

The report will be delivered in a PowerPoint® format where each slide can stand alone. The data analysis and tables are converted by exact methods using statistical visualization techniques. The findings are presented in a variety of graphs and tables created to optimize data comprehension, uncover trends, spot outliers and gain a complete understanding of the information collected in the study. The data will be cross-tabulated by dental lab size to determine any statistical significant differences between the segments.

Key Group Overview:

The Key Group, Inc. (www.keygroupresearch.com) was founded with the goal of providing global healthcare businesses with contemporary market research information and actionable insights that management could rely on to develop and implement tactics to achieve their strategic and financial objectives. The Key Group consists of a team of business strategists, marketing executives, market researchers and information technologists. Every member of the management team has a passion for solving business issues and meeting customer research needs. Their success is built around senior leadership with decades of client side global brand or business unit management and market research experience.

For more information: 800-816-5391 or info@keygroupresearch.com