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## **THE KEY GROUP RELEASES 2011 U.S. DENTAL LABORATORY MARKET ASSESSMENT AND TRENDS REPORT**

**March 7, 2011—Baltimore, Maryland**—The Key Group Inc., a leading global healthcare market research firm specializing in primary research, technology, and market intelligence released its 2011 U.S. Dental Laboratory Market Assessment and Trends report. This annual report includes a comprehensive overview of material usage and trends in several categories including crown & bridge, CAD CAM technologies, dental implants, dentures and production outsourcing in the U.S. dental market.

With data from over 300 U.S. dental laboratories, the report provides robust, quantitative, and statistically valid information with end user reported trends and contemporary product market shares. The report provides an in-depth analysis of production methods and consumable materials usage in both fixed and removable indirect dental restorations covering both in-house and outsourcing business models.

“Based on feedback from the dental industry professionals that we have worked with over the years there is a real need for accurate data from the dental laboratory market that quantifies the actual ‘voice of the customer’. True market share and trending statistics are critical for dental products companies to understand the competitive landscape and build a reliable forecasting model.” says Tim Mafale, President of the Key Group. “We believe the unique value provided by our U.S. Dental Laboratory report will make it a key resource for dental marketing professionals.”

The report is the first in an annual series of Dental Laboratory Market reports conducted by the Key Group.

### **About the Key Group**

The Key Group, Inc. ([www.keygroupresearch.com](http://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 achieved 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/product/business unit management and market research experience.