

## Testimonials



### Our Solutions . . . Your Profits

**DrBicuspid.com**

**Read what you've been missing.**

- Student wins \$1.7 million for dental school dismissal
- New ADA president grapples with access crisis
- Christensen 'embarrassed' by U.S. dentistry

Membership is free.  
Sign up today and get a free T-shirt at:  
<http://dek.drbcuspid.com>

"We have had very good success with Dental Dek's e-mail list and direct mailers, in terms of driving traffic and growing membership for DrBicuspid.com in a measurable way. The Dental Dek team has been extremely flexible and easy to work with and I look forward to working with them in the future."

**Paul Davis**, Director of Marketing  
IMV Publishing • AuntMinnie.com  
• DrBicuspid.com

For **Over 11 Years**, dental offices all over the country have been getting **Better X-Ray Detail** with a processor that's practically **Maintenance Free!**

**Rollers Tracks Belts**

**ImageMax**  
Automatic X-Ray Film Processor

Solves x-ray processing problems by moving the chemistry, not the film!

- More image detail than roller or digital!
- No scrubbing rollers, simply rinse tanks and you're done!
- No lost film!
- Save over a \$1000 per year on cleaning and chemistry!\*
- No roller marks or artifacts!

\*Compared to typical roller processors

**How ImageMax Works:**

- 1 Place up to 24 temporals, a pan, or a ceph into the processing tank & press start.
- 2 Each solution rises, holds, then returns to its holding tank. Completing the cycle, the film is dried automatically.
- 3 Remove your fully processed, "top tank" quality film.

**Sale Price \$2,495**  
or  
**3 Payments of \$850**  
LOWEST PRICE EVER!

Toll Free: 1-888-230-9500 • [www.ImageMax.us](http://www.ImageMax.us)

"DENTAL-DEK has been a key part of my company's marketing efforts for the last few years. It has provided us with an economical and quality way to reach the entire country. Unlike magazines where an ad can easily be lost in a full page full of information, DENTAL-DEK's unique card approach allows 100% attention while the potential customer reviews the information. If they're not quite in the market yet, they can take the card and pin it up on their bulletin board for when they're ready to buy. We've had many sales just like that! It's always tough to measure, but the few weeks after DENTAL-DEK mails out, I would estimate that 1 out of 4 sales calls come from DENTAL-DEK."

**Jim Jacobson**  
Image Max

"Of everything we have done this year across all product lines; DENTAL-DEK is the only medium that has directly produced leads & sales."

**Adam Ralph**  
Director of Marketing  
REM - Base Vac

**Base VAC**  
DENTAL SYSTEMS

Four reasons to consider the BaseVac™ Vacuum System.

- Performance.
- Flexibility.
- Efficiency.
- Stability.

BaseVac™ Vacuum Systems offer a complete range of 100% dry, oil-free dry dental vacuum products.  
Visit [www.basevacdental.com](http://www.basevacdental.com) for more information.

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Dental Equipment  
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# Testimonials

## Our Solutions . . . Your Profits

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DENTAL CLEANING SYSTEM

**Complete System that  
Cleans and Disinfects  
Dental Appliances**



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See us at ADA Booth # 2263!

"It has been a pleasure working with DENTAL-DEK for the last 4 years. We have experienced excellent response to each edition of the deck. Your creative services department has been very responsive to our requests and produced consistently outstanding materials. You have been an integral part of the success we have enjoyed at Sun Dental Labs"

**Paul DiCicco CDT**  
Vice President- Business Development

**FREE Sample! Save 30-50%**

**On Premium Quality Toothbrushes & More!**



Over 20 NEW toothbrushes available!

- Are you paying 69¢, 79¢ or more? Why?
- We offer National Brand Quality for Less!
- Your Office name & phone number can be imprinted!
- Save money on your toothbrush samples!
- Traditional Adult, Interdental Adult and Youth Brushes Imprinted 59¢ per brush or lower
- Non-Imprinted 52¢ per brush or lower
- All cases 144ct

 <b>RAZ Prophylax</b> Angles, Soft Latex-Free Cups as low as 26¢	 <b>Prophy Paste</b> As low as 9¢ per cup.	 <b>Whitening Systems</b> As low as \$18 per kit.	 <b>Pedo Bear Brush</b> As low as 51¢ per brush
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**For FREE SAMPLE return this card or call 1-888-228-7706.**

"Each time we utilize DENTAL-DEK, we see immediate results!

DENTAL-DEK has been great in getting our advertising message to our target audience."

**Paul Zajac**  
Dental Elite

"DENTAL-DEK is a great medium to help us introduce professionals to the benefits of water purification/distillation systems. The result from our advertising in DENTAL-DEK have exceeded our expectations. We plan on continuing our advertising campaigns."

**Jack Barber**  
Waterwise

**100% Steam Distilled H<sub>2</sub>O Purity**

Ideal for

- ✓ **Autoclaving**
- ✓ **Sterilization**
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- 6 Models Available
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