Glidewell Dental, provider of high-quality clinical and dental laboratory products, announced recently a price decrease for BruxZir® Milling Blanks, the material used to fabricate authentic BruxZir® Solid Zirconia crowns and bridges.

The entire line of BruxZir® Milling Blanks, including BruxZir® Anterior, BruxZir® Shaded, BruxZir® Shaded 16 and BruxZir® HT, will receive a significant price decrease across all milling blank thicknesses (12 mm, 15 mm, 20 mm and 25 mm) to enable dental laboratories of any size to provide the most trusted and prescribed zirconia material the industry has to offer, according to Glidewell.

In addition to the price reduction, a 10-mm–thick milling blank will join the BruxZir® Shaded 16 line. This new blank size aims to empower dental labs with even more versatility and access to the monolithic revolution by creating less material waste during the fabrication of copings and frameworks, the company asserts.

Dental laboratories that take advantage of this competitive price decrease, along with the new BruxZir® blank size, will be able to offer unmatched zirconia quality to their dentists, Glidewell states. The BruxZir® material is backed by extensive clinical testing and validation — in contrast to clinically unvalidated zirconia and the potential risks associated with generic discount zirconia.

Furthermore, dental laboratories that offer authentic BruxZir® restorations can bolster their zirconia business by joining the Authorized BruxZir® Laboratory program. As part of this program, labs benefit from far-reaching marketing efforts at no cost, including nationwide mailers, quarterly ads, and email campaigns. These results-driven marketing initiatives are crafted on members’ behalf, with the mission to build brand awareness and help customers find labs that offer BruxZir® zirconia.

For more information on the line of BruxZir® Milling Blanks and the Authorized BruxZir® Lab program, call (888) 903-9975 or visit bruxzir.com.

BruxZir® Milling Blanks are manufactured by Prismatic Dentalcraft, Inc., the medical device manufacturing division of Glidewell Dental, in Irvine, Calif., in an ISO-certified facility that operates under FDA Current Good Manufacturing Practices (CGMPs). Featuring a diverse team of dentists, scientists, material researchers and other experienced professionals, Prismatic Dentalcraft strives to develop the industry’s most innovative products to bring comprehensive treatment to patients across the economic spectrum, according to the company.

About Glidewell Dental
Glidewell Dental, based in Newport Beach, Calif., is an industry-leading provider of high-quality dental lab products and services to dental professionals in select markets around the world for a low cost. Established in January 1970 by Jim Glidewell, CDT, the company has a decades-long heritage of technological innovation.
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