

From Alloy to Zirconia,

Argen's Strategic Move into Monolithic Materials

There is value in history and tradition, experience learned through years of research and development, gathering customer feedback and enduring the ebb and flow of industry trends. However, history and tradition can also become a crutch, impairing you from experiencing growth and the opportunity to reinvent yourself and adapt to a changing future.

The Argen Corporation's CEO, Anton Woolf, recognized this 10 years ago when he saw the direction of the dental industry moving toward digital solutions and monolithic materials. He immediately began to build the foundation for a reimagined Argen that may look vastly different on the outside, but remains centered on the same core values of delivering the highest quality products and services at competitive prices supported by industry leading customer and technical support.

Over the last 7 years Argen has invested millions of dollars to develop Argen Digital, their industry-leading, state-of-the-art digital center, to complement their alloy and refining business. Today Argen has truly evolved from an alloy company to an industry leader in zirconia and digital

solutions. Argen Digital offers: Selective Laser Melting (SLM), ArgenZ Zirconia, ArgenIS Custom Abutments, SLM Captek, digital models, PMMA temporaries, wax and 3shape Scanners. Labs can order digitally fabricated restorations via Argen's new game-changing file upload system, Argen Link, or purchase consumables for in-lab milling and production centers through Argen's new ecommerce website, www.argen.com.

Alloys to Zirconia

Similar to the company's success with dental alloys, Argen is committed to offering the dental laboratory a zirconia solution to fit every need. "Our goal is to be a one stop shop for the dental lab fulfilling all their Zirconia needs," says Anton Woolf,



CEO Argen Corporation. "Our ArgenZ Zirconia offering includes restorative and cosmetic solutions for all Zirconia prescriptions and is available as discs or milled units." Offering ArgenZ Zirconia discs and milled units enables all labs to partner with Argen to fill their Zirconia prescriptions through either outsourcing digital restorations or purchasing material for their in-house milling center.

ARGEN Z ANTERIOR
Super Translucency Zirconia

Shaded Full Contour Cosmetic



ARGEN Z ESTHETIC
High Translucency Zirconia

Shaded HT Restorative



ARGEN Z ULTRA
High Strength Zirconia

High Strength Restorative





Years were spent researching, tracking market trends and gathering material data before Argen made the strategic decision to enter the Zirconia market segment. Recognizing zirconia's widespread adoption and demand Argen began the process of developing their custom line of zirconia material, ArgenZ Zirconia.

Restorative Zirconia

In 2012, Argen entered the market with two restorative zirconia solutions, ArgenZ Ultra high strength and ArgenZ Esthetic high translucent zirconia.

ArgenZ Ultra is made for strength with over 1400 MPa and is a perfect solution for frameworks and custom abutments. ArgenZ Esthetic offers high translucency providing beautiful esthetics for full contour restorations.

Both compositions are available in single unit crowns and frames up to 14-unit

bridges in just 2 days through Argen Digital (9-14 unit bridges require 3 days).

ArgenZ Ultra and ArgenZ shaded Esthetic 98mm stepped discs come in a number of thicknesses ranging from 10mm to 25mm which easily fit most major mills. The high-quality composition of ArgenZ works well with all pre-sinter shade systems and most traditional stain and glaze systems.

ArgenZ Esthetic shaded discs are available in all 16 classic vita shades plus bleach. Labs can also take advantage of Argen's 7 Value Based shades. This consolidated value based system allows the dental laboratory to carry a reduced inventory of discs and save money while still achieving all 16 shades.

Cosmetic Zirconia

Their most recent addition to the ArgenZ family of zirconia materials is ArgenZ Anterior shaded super translucent Zirconia. Argen spent more than two years developing ArgenZ Anterior, which offers a 25% increase in translucency over HT zirconia and a flexural strength of 765 MPa.

"Response to ArgenZ Anterior shaded zirconia has been overwhelmingly positive",

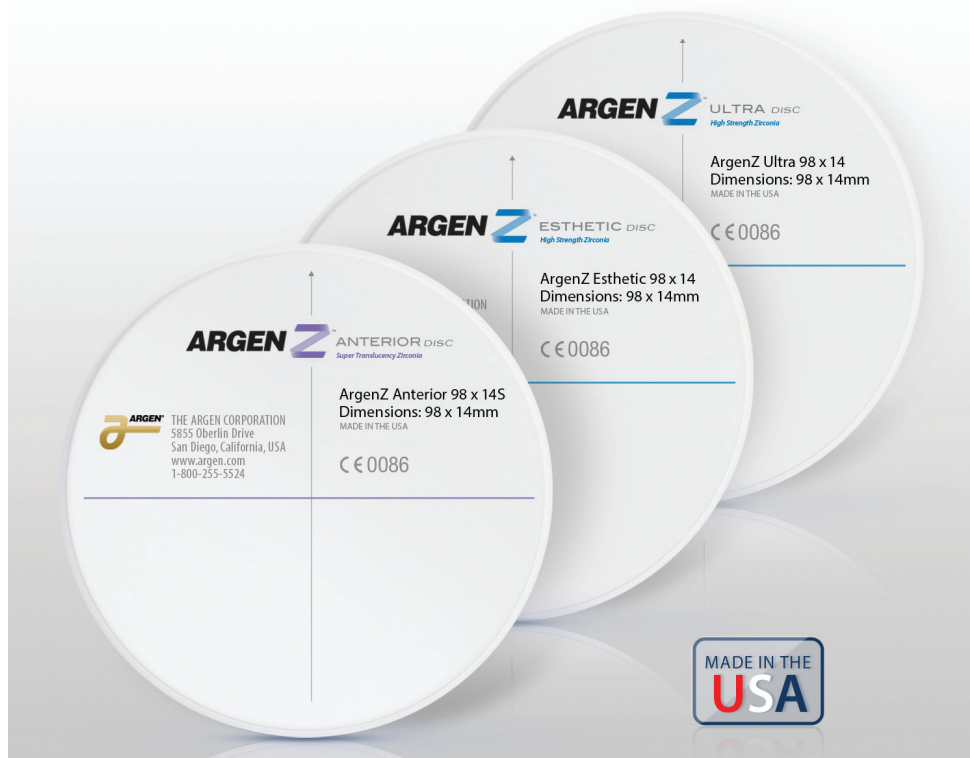
says Woolf. *"Customers have given us feedback such as 'most esthetic zirconia they've seen' and 'the number one on the market'".*

Argen spent more than 2 years developing the unique composition of ArgenZ Anterior. *"ArgenZ Anterior Zirconia includes cubic zirconia, which refracts additional light, creating an optical effect closely mimicking the appearance of natural teeth thus delivering increased translucency and vitality,"* says Paul Cascone, Senior VP of Research and Development. *"This gives laboratories a highly esthetic exciting alternative to lithium disilicate with additional strength and no porcelain pressing or build up required."*

Argen's consolidated value shade system for ArgenZ Anterior shaded discs includes 6 value shades which can be used to achieve all 16 classic vita shades again providing savings to the laboratory through reduced inventory costs. ArgenZ Anterior shaded discs are available in 98mm in a full range of thicknesses to fit most mills with 3-unit full contour anterior bridges and single unit anterior and posterior crowns and copings available through Argen Digital.

Labs can now place Zirconia disc orders online! Argen's new ecommerce website, www.argen.com, features a shopping cart and a variety of products available for purchase online from alloy to zirconia. To learn more about ArgenZ Anterior Zirconia, or to request a log-on for www.argen.com, please contact Argen at 800-255-5524.

For over 50 years Argen has served the dental industry and continues to invest in new and innovative product offerings to provide dental laboratories with affordable, high-performance products and industry leading customer service. Look for more exciting, innovative product offerings from Argen throughout 2016. ■



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