Our Network.

Your Success.

It’s the best of both worlds. Your local lab team understands your needs and provides prompt service with a personal touch. At the same time, DSG’s growing network of laboratories brings together the resources that enable your local laboratory to stay abreast of technology and garner expertise in every aspect of dentistry.

So when you think “dental laboratory,” think beyond dentures and crowns. While the foundation of DSG’s business is providing high-quality restorations and dental appliances, your lab goes a step beyond by partnering with you to support and grow your practice.

DSG’s business solutions help you access innovative technology, discover new practice areas, manage costs, and increase revenue—all through a relationship with your trusted local laboratory.

“You know you’ve succeeded when somebody tells your patient, ‘You have a beautiful smile.’ The technicians at my DSG lab make my patients’ smiles look as natural as possible, which is the success of my practice.”

A Satisfied DSG Dental Customer
Building Success through New Practice Opportunities

For one Toronto-based DDS, general dentistry brought satisfaction—but something was missing. Before opening her own practice near Toronto, Ontario, this dental practitioner spent 10 years directing the dental residency program at Toronto General Hospital, and she missed the medical side of dentistry.

“My DSG representative opened up an entirely different avenue of practice for me that has not only changed my professional life, but also has given me more personal satisfaction.”

A Satisfied DSG Customer

So when a family member asked if she could help with his sleep apnea, she was intrigued. She knew that her dental laboratory, offered oral appliances for sleep apnea. Her account representative, Joanne, presented a Lunch & Learn program on snoring and sleep apnea and encouraged the dentist to continue her education through the American Academy of Dental Sleep Medicine.

“Since then, I’ve expanded my scope of practice to include sleep therapy, and I’ve increased my patient base by 50 percent,” the practitioner says. Even more important, the new practice area has reconnected her to the part of dentistry she loves. “Joanne’s encouragement and education opened this up for me and allowed me to love my job again,” she says.

DSG laboratories can give a range of assistance to dentists who wish to expand into new practice areas—not only sleep therapy, but also implants, all-ceramic restorations, and occlusal therapy for issues such as TMJ and migraine. In addition, DSG representatives can help dentists identify ways to save time and money by using new materials and time-saving denture techniques.

A Commitment to the Industry

Dental Services Group supports the dental profession and local communities through charitable organizations such as Oral Health America, Donated Dental, Aacd’s Give Back a Smile™ program, the National Foundation of Dentistry for the Handicapped, and the Dentistry Canada Fund.

The Dental Appliance Manufacturers Audit System (DAMAS) is an internationally recognized quality assurance credential that ensures adherence to FDA standards. Although DAMAS certification is rare in the dental lab industry, many of DSG laboratories are DAMAS-certified.
Personal Service and Partnership

The satisfied DSG customer appreciates the close working relationship she has with her lab and the staff’s willingness to help in any situation. “What makes my local DSG laboratory so valuable is the personal connection and the ability to discuss freely any concerns and questions I might have,” she says. “When I call, I can ask for my lab rep by name.”

Experienced lab technicians are happy to help with case planning, troubleshooting, and technical consulting. The doctor’s account representative, Joanne, has arranged educational opportunities for clinic staff and sponsors a “sleep night” for area sleep physicians to have dinner at the doctor’s office and discuss cases.

In nearly 20 years of dental practice, the Doctor says no other laboratory has proven so willing to help, from hand-delivering urgent jobs to providing on-site assistance with complicated cases. In one instance, she needed an implant-retained, full-arch bridge with extra try-ins and specific abutments for a patient with a challenging occlusion and skeletal makeup. The General Manager of DSG Toronto came out and walked me step by step through the process,” the doctor recalls. “He showed me how to place the specific abutment on a model and how to load the instruments. With DSG’s technical expertise, we can provide the best patient care.”

The doctor views DSG of Toronto as more than just a dental laboratory: “Having DSG as a business partner has changed the way I practice and has grown my practice,” she says. “Not only has this changed my professional life, but it has given me more personal satisfaction. It’s a nice feeling when sleep dentistry patients come back and say, ‘My marriage has been saved,’ or ‘You’ve given me my life back.’”

“I like having the absolute best of both worlds—a local person I know and trust to work with, backed by the resources of a national network of high-tech labs. The best thing about my local lab is that they feel like part of my team.”

A Satisfied DSG Customer

DSG laboratories are active members of the National Association of Dental Laboratories, and many are Certified Dental Laboratories, ensuring each case is built with stringent infection controls and case management standards, with a Certified Dental Technician (CDT) or Registered Dental Technician (RDT) on staff.

Many DSG technicians are Certified Dental Technicians (CDTs). This ensures competency in national standards, knowledge in all areas of dental technology, and quality manufacturing.

Your DSG laboratory can offer you and your staff AGD and PACE credits on many clinical, technical, and practice management topics. DSG sponsors many continuing education opportunities for practitioners and staff.
A Commitment to Education

Your DSG laboratory helps you and your staff stay abreast of key trends and new technologies with a wide and ever-changing variety of educational offerings. Schedule a Lunch & Learn program at your office, or travel to another DSG lab location for a daylong, multi-credit continuing education seminar.

Learn the latest on sleep dentistry, all-ceramic materials, digital workflow or implants from experts in the field. Attend a laboratory open house and meet the lab technicians who work on your cases. Invite DSG lab technicians to teach your staff how to enhance team communication and ensure patient success.

Leading Expertise in Digital Dentistry

Located in a wooded suburb of Minneapolis, a DSG customer specializing in digital dentistry occupies a suite in a new office building, with gleaming wood floors and abundant natural light. Patients enjoy the dental chairs’ massage feature and the office mascots—two giant stuffed bears.

The DDS and owner says his patients also respond well to the iTero digital impression system. For patients, it means no gooey impression materials. And, he says, they like the technology: “It’s the ‘wow’ factor. When you take their mouth impression, the patients can see it right away.”

The doctor partners with his local DSG dental lab, Boos Laboratory, to create crowns and bridges. DSG laboratories accept scans from any intra-oral scanner unit and have established a high level of expertise in working with digital systems.

Using an intra-oral scanner improves the precision of his work, the doctor says. “I can see if I have all the margins and if I’ve done adequate preparation,” he explains. “It allows me to inspect the preparation and make modifications right away.”

Once a digital impression is made, he sends the scan directly to DSG, where the crown is fabricated in a state-of-the-art facility for fixed restorations. “We take digital impressions, but DSG still has the human touch in making crowns,” the doctor notes. “The artistry that goes into making crowns is very nice—it looks like a tooth.” If he has concerns or questions, his lab representative is only a phone call or a short drive away.

The results, the doctor says, have been fantastic. “The cases come back and they fit. There’s hardly any adjustment required.”

DSG’s in-network digital milling center also offers custom precision milling and can apply a digital process to any impression—digitally scanned or conventional. For practices looking to expand into digital dentistry, DSG can help with no cost digital impression scanners, training, education and integration of the technology into practice.

“The results have been fantastic. The cases come back and they fit. There’s hardly any adjustment required.”

A Satisfied DSG Customer
Examples of Lunch & Learn topics, worth one CE credit each, include:

- All-Ceramic Materials
- Bruxism and Splint Therapy
- Celara™ Denture System
- Digital Impressions and Intra-Oral Scanners
- Implants Simplified
- Impression Troubleshooting
- Shade Selection: What Works
- Sleep and Snoring Therapy
- Staub Cranial™ Technique
- What’s New with Removable

Talk to your account representative about how DSG can help you gain the knowledge you need to stay competitive. DSG adds new courses regularly and welcomes your input on valuable topics. DSG also can co-sponsor speakers for dental society events upon request.

Beautiful Smiles through Technical and Artistic Expertise

You don’t become one of the most successful cosmetic dentists in Manhattan without producing impeccable work—or without a dental laboratory that can realize your vision. This high profile dentist trusts DSG Americus Laboratory to fabricate the looks she designs for her high-profile clientele.

“I do a lot of full-mouth veneers,” she says. “Once I had an entertainer come in who was presenting at the Grammy Awards on Saturday. She was in my chair on Wednesday, and she needed her veneers by Friday. There was no room for error. DSG got the case done to perfection.”

The doctor works closely with DSG, expert technicians whose artistry and knowledge are widely known and respected in the New York area. “Whatever I ask for, they can do it, whether it’s a certain look or a certain shade,” she says. “They know what I do and what I expect. I don’t have to write a two-page letter about what I want.”

What she wants is consistent high quality, quick turnaround time—and beautiful smiles. “Americus has ceramists who specialize in different areas,” she says. “I know my work will be delivered on time and be done correctly—and patients will leave my office smiling and happy. That takes the stress away.”

The doctor has come to expect the highest level of customer service and technical expertise, both core values at DSG laboratories. “The technicians at Americus make my patients’ smiles look as natural as possible, which is the success of my practice.”

Talk to your local account representative to learn more about DSG’s high-quality and premium cosmetic options.
A Full Suite of Products

Backed by the resources of the DSG network, your local laboratory can provide any restoration or appliance you need. With the help of our internal experts and local and national advisory boards, DSG evaluates and selects the best products in each category and continuously seeks new offerings that will enhance your practice.

**All Ceramic**
The DSG network can provide virtually every fixed restorative product on the market, including CAD/CAM and traditional crowns and bridges. Our all-ceramic material options include IPS e.max® and IPS Empress® Esthetic, feldspathic layered crowns and veneers, and layered and full-contour zirconia (DSG’s own DSez™ and DSmz™). With the ability to accept scans from all types of intra-oral scanning devices, DSG can partner with you to create any fixed restoration you need.

**Sleep Therapy**
With over 20 years of experience in dental sleep medicine, DSG provides a full choice of oral appliances to treat snoring and sleep apnea. DSG has carefully selected a superior line of FDA-cleared oral appliances, including the Adjustable PM Positioner™, EMA®, SomnoDent®, and TAP® appliances. Oral appliance therapy can help your patients sleep better and may prevent serious health problems. Internationally recognized for their expertise, DSG’s dental sleep technicians can help you choose the right appliance for each case.

**Cosmetics**
Thanks to advances in esthetic restoration materials and technology, cosmetic restorations not only look beautiful, but also are increasingly durable and functional. Our esthetic products include a variety of nonmetal restorations, veneers, implants, and cosmetic dentures. Choose from new or long-trusted materials, such as feldspathic porcelain (VITA® products, Softspar™, Avante®), pressed or milled ceramics (Avante, IPS e.max®, and IPS Empress® Esthetic), and zirconia (BruxZir®, DSez™ and DSmz™).

**Occlusal Therapy**
DSG’s occlusal splints protect your patients from the damaging effects of bruxing, grinding, and clenching. DSG’s exclusive Brux-eze® and Rem-e-deze® splints are easy to fit, difficult to break, and most important, offer comfort and peace of mind to patients. Our FDA-cleared deprogrammer device, the DSG Relaxer®, provides relief for patients with occlusal-related muscle soreness, migraine, and TMJ syndrome.
Implants
DSG offers a complete spectrum of implant systems for any clinical situation, from single-tooth restoration to full-mouth rehabilitation. Throughout the network, DSG technicians have years of experience with virtually all implant brands. Restorative options include: stock abutments; patient- and manufacturer-specific, custom-milled abutments in titanium and zirconium; cementable and screw-retained crowns and bridges; attachment-retained overdentures; and screw-retained hybrid dentures. DSG also has digital capabilities for leading implant systems and accepts digital impressions, providing the precision digital workflow that you and your patients depend on.

Orthodontics
DSG offers a complete line of the latest orthodontic appliances and splints, from a simple Hawley Retainer to complex mandibular repositioners. DSG appliances take into account dental and skeletal growth, the temporomandibular joint, and craniofacial musculature to create a balanced and healthy facial structure. A wide range of advanced appliances and certified systems are available, including the Inman Aligner™, Clark Twin Block™, Wilson® 3D®, Distal Jet™, Tri-plex Invisible Aligner Series, and a variety of fixed expanders. DSG’s innovative laser welding technique provides a significantly stronger joint than traditional soldering for bands and wires, while acrylic appliances can be customized with fun colors, glitter, decals, or pictures.

Dentures and Partials
You’ll find technicians highly experienced in removables at every DSG lab. From economy to premium choices, DSG offers a broad selection of denture styles and options, as well as cast, flexible, and specialized partials, all available through your local DSG laboratory. Our labs also offer time-saving denture techniques, such as Tri-Denture®, Staub Cranial™, and Celara®.
Dental Services Group laboratories serve our nation’s universities and teaching institutions with hundreds of years of combined technical experience across our network. We are active members of the American Dental Education Association (ADEA) and provide laboratory services to over 30 dental schools.

We sponsor many continuing education opportunities for our practitioners and their staff. From well-known lecturers to in-practice lunch & learns, we are qualified to offer AGD and PACE credits on many different clinical, technical and practice management topics.

Certified Dental Technicians must be able to prove their knowledge in all aspects of dental technology as well as excellence in applied skills in one or more of the specialty areas, in both written and practical format. Like AGD credit, maintaining certification requires annual continuing education in the areas of scientific knowledge, health & safety management and professional development.

The NADL is the unified voice of the dental laboratory industry supporting dentistry and serving the public interest by promoting high standards for the advancement of dental technology. We are active members and DSG leadership has served in a variety of positions.

Your Local Lab, Backed by a National Network

Backed by the DSG network of North American facilities, your local DSG dental laboratory offers expertise in every aspect of dentistry. From Seattle to St Petersburg, your DSG lab is your one source for all dental restorations and appliances.

Specialized Expertise

At DSG’s specialized laboratories, expert technicians fabricate hundreds of similar cases each year. Nationally certified dental technicians receive regular training on the latest technologies and techniques, ensuring you’ll get more consistent restorations.

Across the DSG network, experienced local dental labs offer expertise in a broad range of products and techniques. DSG labs offer:

- Automated milling centers that allow for control of the design, production, and final product and ensure consistently high quality at an affordable cost
- Industry-leading sleep medicine experience and internationally renowned technicians who fabricate a wide range of oral sleep appliances
- Award-winning cosmetic laboratories, with an expansive line of services and an in-depth understanding of new ceramic products
- Leading-edge, high-quality implant technology and experience to suit the demands of any case
- A full range of basic and advanced orthodontic products
- Experienced denture technicians in each DSG laboratory
Our Network. Your Success.

DSG’S VISION
The leading provider of trusted, relevant services and solutions to support our customers’ success.