



Tassi Articulations

350 N. York Road #2
Elmhurst, IL 60126

Over 28 Years of Service
to Dentists Worldwide

Summer 2010

News from Albert Tassi Dental Studio, Ltd

Tassi Molar Express is Driving Business to YOUR Office with Card Capsule

When times get tough... the tough get CREATIVE. We made it our personal mission to take the challenge of rising gas prices and Chicagoland highway construction and turn it into a marketing opportunity!

Not wanting to pass fuel increases onto our clients, gave birth to the idea for our newest delivery vehicle. It's a SmartCar. This little white rolling tooth gets a whopping 40 miles to the gallon and a whole lot of attention!

Taking it a step further, and encouraged by the positive response we



received when we introduced our first "Molar Express" delivery car 2 years ago, we asked ourselves, what more we could do to promote our dentists to the public.

There is a lot of traffic congestion and highway construction in Chicago... we figure, why not use that down time to market FOR our loyal clients. Asking witty questions on the vehicle itself, gives people stuck in traffic time to smile and think about going to their dentist. Patients that have seen the cars on the road call the lab for a referral!

A neat thing that we added to the Smart Car is a Card Capsule on either side of the vehicle where prospective patients can take a business card from one of our client dentists. We are really



Hop On Board by sending a few business cards to the lab to be part of this value added service for our loyal clients!

getting noticed by dentists and patients alike!

Even before we got it "wrapped" people would stop our drivers and comment that the front of the car looked like a happy little tooth driving down the street. So we took it a step further and finished the face when designing the wrap!

People need more humor in their day, so based on the design of our other delivery car (a Scion that people call a rolling billboard) we used our famous "dancing teeth" in the design. With input from our technicians we came up with the catchy slogans and incorporated the "smart" name plate on the back in our message **"We are the choice of SMART dentists nationwide!"**



Spotlight on e.max

IPS e.max (Lithium disilicate - LS2) is ideal for crowns, veneers, inlays/onlays and 3 unit bridges under ideal conditions. This innovative ceramic produces highly esthetic results and is 2.5 to 3 times stronger than other glass-ceramics.

The material is either pressed or machined to the shape desired in the dental laboratory. Because of its high strength of 360 - 400 MPa, **the restorations fabricated with this material can be cemented with**

adhesive, self-adhesive and conventional cementation.

Depending on the needs of the patient, the restorations can be veneered with highly esthetic materials or they can be fabricated to full-contour and characterized with staining materials.

All-ceramic restorations can even be used to cover dark tooth cores (e.g. if the tooth is severely discolored or a titanium abutment

is used). As long as you convey the correct color of the core to our laboratory, we will choose the IPS e.max lithium disilicate material with the required opacity to restore the natural esthetic appearance of the tooth.

IPS e.max INDICATIONS:

- Thin veneers of 0.3 mm (only IPS e.max Press)
- Minimally invasive inlays / onlays
- Partial crowns and full crowns
- Three-unit bridges for the anterior and premolar region (only IPS e.max Press)
- Implant superstructures



All ceramic... all you need... all from Albert Tassi Dental Studio

