



FOR IMMEDIATE RELEASE

Best of Class Technology Award Winners Announced for 2017

Washington, DC; September 5, 2017 – Cellerant Consulting Group is pleased and excited to introduce the 2017 Cellerant “Best of Class” Technology Award winners. “Every year the “Best of Class” identifies and acknowledges innovative dental technologies from the well-known to the obscure, and from the basic to the aspirational,” said Dr. Lou Shuman, CEO of Cellerant and founder of the Best of Class Technology Awards. “In addition to recognizing innovators in the dental industry we look to be the unbiased resource for dental professionals making technology investment decisions for their patients and practices.”

The Cellerant “Best of Class” Technology Award Winners for 2017 are:

- 3Shape TRIOS® Platform
- Bien-Air Tornado
- Blue Sky Bio - Emerging
- DentLight FUSION 5 Curing Light with Twinhead Curing Attachment - Emerging
- DEXIS CariVu
- Form Labs Form 2 3D Printer
- LED Velscope Vx
- MMG Fusion
- Orascoptic Ease-In-Shields
- Orascoptic OmniOptic
- Orascoptic Spark
- Phillips Sonicare DiamondClean Smart
- Q-Optics Platform - Emerging
- Shofu EyeSpecial CII Camera
- Simplifeye - Emerging
- Smile Line USA Smile Lite MDP - Emerging
- Ultradent Gemini 810 & 980 Diode Laser
- Valo and Grand Valo Curing Lights
- WEO Media
- Zest Dental Solutions LOCATOR F-Tx Fixed Attachment System

“This year’s “Best of Class” winners represent a great balance between multi-year winners that continue to push the envelope in their respective categories and total new comers,” said Dr. Marty Jablow, “Best of Class” Panel Member and Cellerant Chief Development Officer. In 2017 there are eight repeat winners and twelve new recipients, five of which have received the designation as “Emerging”. “I think it’s of special note that we have more Emerging winners this year than ever before,” Dr. Jablow goes on. “These companies have either introduced new products that challenge existing category leadership or pioneer new categories altogether. It speaks positively about the pace of innovation in the dental space.”

“Best of Class” Technology Award winners will be showcased at the 2017 ADA annual meeting, to be held in Atlanta, GA from October 19th to the 23rd. Dental professionals will have the unique opportunity to experience the “Best of Class” technologies first-hand at the ADA meeting, as well as hear the panel members’ lecture on these products at The Technology Expo. The Expo also features free continuing education taught by the leading experts in



technology integration and social media. More information can be found online at ADA.org/meeting.

About The Cellerant Best of Class Technology Award

Since the inaugural presentation in 2009, the “Best of Class” Technology Awards have grown to occupy a unique space in dentistry, by creating awareness in the community of manufacturers that are driving the discussion as to how practices will operate now and in the future.

The selection process relies on an expert panel of dentists recognized as thought leaders and educators that includes Dr. Paul Feuerstein, Dr. John Flucke, Dr. Marty Jablow, Dr. Parag Kachalia and Dr. Lou Shuman. Over the course of each year, the panel members seek out and conduct research on potentially practice-changing technologies, with deliberations on nominees and final voting taking place in February. Panelists are precluded from voting in any category where they have consulting relationships. The entire selection process is conducted and managed on a not-for-profit basis.

For more information on the Cellerant Best of Class Awards and the 2017 Award Winners go to www.cellerantconsulting.com/BestofClass.

About Cellerant Consulting Group

Founded and led by CEO Dr. Lou Shuman, DMD, CAGS Cellerant provides strategic dental market insights, clinical expertise, implementation resources and support to accelerate growth for client dental companies. Cellerant services include new concept incubation, clinical product evaluation, product development, continuing education program development and CE sponsorship, strategic branding and marketing, online marketing, lead generation and dental media relations management. As an orthodontist and former owner of a 10-doctor multi-specialty private group practice, Dr. Shuman guides clients to develop offerings that connect with and engage dental customers on a relationship level that provides sustained differentiation. Cellerant operates under a unique model that merges leading voices in clinical product evaluation and strategic partner companies to provide a menu of services from one easily accessible network.

Press Contact

Cellerant Consulting Group

John Kringel
Sr. Executive Consultant
Cellerant Consulting Group
Phone: 800-884-5707 ext. 102
john@cellerantconsulting.com
www.cellerantconsulting.com

###