



2 YEARS EXP

It has increased our productivity, has taken a lot of stress off new employees and has helped in training.

Deanna Barden, DDS
Osawatomie, KS



32 YEARS EXP

Their products are solid, well made, and ergonomically efficient.

Dana Blalock, DDS
Daniel Island, SC



5 YEARS EXP

The colors made easy identification, and tray set ups with lids help expedite set up for procedures.

Jesse Ritter, DDS
Baltimore, MD

ZIRC COMPANY

Zirc's Organizational Box of Efficiency (Z.O.B.E.)



Zirc's Organizational Box of Efficiency contains 30 products to maximize organization and efficiency.

Where did we put it?" If you've heard these words in your office—or have uttered them yourself—you know that disorganization can translate into wasted time, missing materials, and increased stress. And if you keep promising to get organized tomorrow, you might be realizing that tomorrow never seems to come.

Dr. Deanna Barden knows that feeling well. "We were stocking each room with everything as opposed to just the essentials," she said. "It wasn't functional, and as our office continues to expand and we have new employees, the system we had wasn't conducive to the team being able to jump in and help," Dr. Barden added.

Designed to optimize efficiency, Zirc products provide easy, time-saving, affordable organization solutions for materials and instruments for chairside use, sterilization, and storage. Zirc's Organizational Box of Efficiency (Z.O.B.E.) contains 30 of the company's top-selling products. The kit is shipped to a dental practice, and employees give the products a hands-on try to see what works for their practice before purchasing any of the products. Z.O.B.E. comes with the help of a Zirc efficiency expert, who devises a tailor-made organizational plan for each practice.

After color-coding her entire office and incorporating Zirc's tub system, Dr. Barden said their office productivity has increased, reducing stress for new employees and helping with training. She concluded, "Z.O.B.E. made me and our assistants more efficient with our time, which ultimately means I could concentrate on the actual procedure and get it done faster."



Range of Products

Z.O.B.E. arrives at the office with 30 products—and without a shipping charge. The kit includes storage tubs that serve as portable operator drawers, B-Lok instrument trays with locking covers, and a variety of instrument holders, including Zirc's Cassettes, which reduce the time needed to clean and locate instruments, increase instrument longevity, and reduce risk of injury. E-Z ID color-coded rings and tape facilitate tool and material identification and come in an easy-to-use pre-assembled dispensing system. The list continues with Bur and Endo Holders, "bonus" isolation and moisture control products, and more.

"After receiving numerous samples, we were able to see how the products would work within our practice," said Dr. Dana Blalock, who wanted to improve organization between operatories. "It was great to be able to place our materials in their cassettes and bins to determine the best fit for our needs," she said. Dr. Blalock added, "Their products are solid, well made,

takeaways

- Includes 30 of Zirc's top-selling organization products in a single kit.
- Provides affordable, time-saving organization solutions for materials and instruments for chairside use, sterilization and storage.
- E-Z ID color-coded rings and tape facilitate tool and material identification.
- A Zirc 'efficiency expert' helps formulate a plan customized to the needs of each practice.



Bilyana Tesic, DDS
Monterey, CA

"THE CONSULTANT DEFINITELY HELPS TAILOR PRODUCTS TO EACH PRACTITIONER'S NEEDS."

and ergonomically efficient."

Dealing with loss of inventory, disorganization of supplies, and risk of injury during sterilization, Traci Portnoff, DMD, found that Z.O.B.E offered many organizational systems of tubs, trays, and cassettes with lots of small compartments for organizing. Dr. Barden said she liked "the color-coding and bright fun colors," explaining, "it just takes all the guesswork out."

Improved Organization and Efficiency

Hoping to change the disorganized flow of instruments and dental materials, Dr. Bilyana Tesic commented, "The whole [Z.O.B.E.] system is very streamlined and efficient, with color-coded instruments/trays/bins for different procedures." She estimated that the time saved from not having to set up or break down operatories was about 10 minutes per case, adding "It made life easier for both dentist and assistant. Even the new intern knew exactly what to do."

Noting that his staff is now more efficient and organized, Dr. Jesse Ritter said, "The colors made identification easy, and tray set ups with lids help expedite set up for procedures."

Company Assistance

Once a dental practice receives the new Z.O.B.E. kit, a Zirc efficiency expert will consult with key employees on a phone call and listen to their needs. They discuss patient flow for each procedure and for-

mulate a custom plan tailored to the needs of each practice. "The consultant definitely helps tailor products to each practitioner's needs," said Dr. Tesic. Dr. Blalock shared, "Their sales representative is very helpful and knowledgeable with suggestions for organizing," and Dr. Bardent called Zirc's service "fantastic and slick." Zirc will soon offer a full-service option with Z.O.B.E. where a dental practice can opt to have an efficiency expert come into the practice to help implement the system and train the dental team.

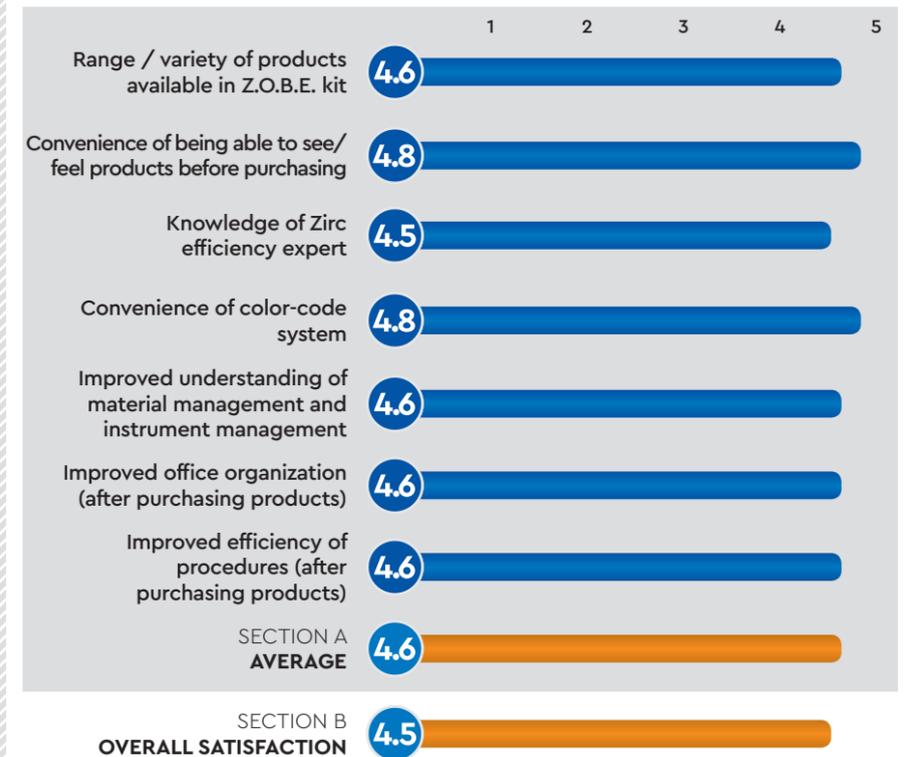
Overall Satisfaction

All of the evaluators said they would recommend Z.O.B.E. to their colleagues, with Dr. Barden commenting that the products are well made and save time. She added, "I would recommend [Z.O.B.E.] to anyone trying to get more organized, reduce clutter and reduce duplication of materials."

FOR FREE INFORMATION:
800.921.4806 ext. 136
www.dps.li/a/5Q9-204
Circle 204 on the card

PRODUCT EVALUATION SNAPSHOT

CRITERIA BASED ON AVERAGE SCORE (OUT OF 5)



ZIRC COMPANY
ZIRC'S ORGANIZATIONAL BOX OF EFFICIENCY (Z.O.B.E.)

FINAL SCORE
AVERAGE OF SECTIONS A AND B
4.6

Dental PRODUCT SHOPPER
BEST PRODUCT