

# Dental PRODUCT SHOPPER

## GET ORGANIZED

*Zirc's Organizational Box of Efficiency is designed to improve your workflow*



### How to Use this Digital Journal

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ZIRC

# Z.O.B.E.

*Zirc's Organizational Box of Efficiency saves valuable time in the operatory.*

Dr. Robin Henderson was preparing to open a new office and was trying to neaten up her systems before the big move. She thought she was well organized until she discovered Z.O.B.E. (Zirc's Organizational Box of Efficiency). To help Dr. Henderson rethink the organization of her hygienic and restorative materials, a Zirc efficiency expert interviewed her about her practice's needs and consulted her on

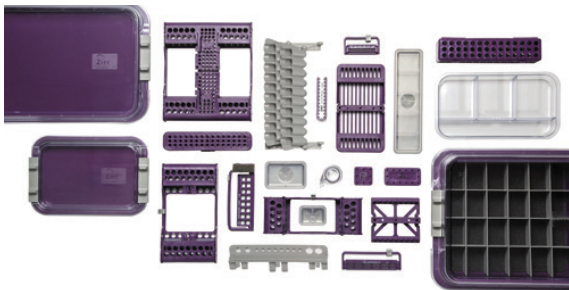


— Robin J. Henderson, DDS  
Clarkston, WA

**"WE WERE ABLE TO TAKE OFF RUNNING WITH IT INSTANTLY AND EVERYONE LOVES IT... REALLY LOVES IT!"**

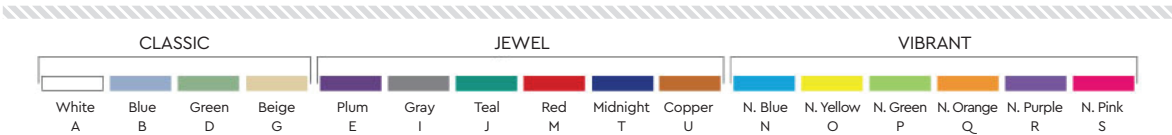
solutions based on the amount of patient flow for each procedure. After receiving the Z.O.B.E. package in the mail, she and her staff took time to decide how best to organize the color-coded tubs and the accompanying components. "It was worth it, because as soon as you get it figured out and order it, then you're using it!" said Dr. Henderson. "We were able to take off running with it instantly, and everyone loves it...really loves it."

The Z.O.B.E. kit contains more than 30 of Zirc's most popular organizational products, including trays, tubs, cassettes, bur holders, etc. This gives the dental team the opportunity to see all options



available and get a hands-on experience at the same time. Available colors span 3 palettes in Zirc's Color-Code Chart (as seen below): Classic, Vibrant, and the most recently introduced, Jewel. All of these products help to eliminate rifling through operatory room drawers in search of items; finding one part but not the other of products used as a system; having to dispose of expired items because they were lost in the muddle; and other common organization problems. Less searching saves the staff valuable time and helps to improve the patient's overall experience.

There is also a safety element to having a better organizational system. Dr. John Comisi found that Zirc's locking covered tubs and trays, designed for transport from the treatment room to sterilization, give him and his staff peace of mind. "The risk of a sharps accident is significantly reduced, and the way that the instruments 'lock' into the cassettes enables us to have secure transfer of instruments and preparation for sterilization," said Dr. Comisi. He also commented on the antimicrobial protection in Zirc's products. "Because the antimicrobial product protection inhibits the growth of bacteria that can cause stains and odors, it provides an added measure of cleanliness," he added. "For that reason, I would highly recommend that every practice takes a close look at what Zirc brings to the dental office."





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 setups with lids help expedite setup 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 her 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."



ZOBE  
the experience

## 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 preassembled 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,

4.6

Dental PRODUCT SHOPPER  
BEST PRODUCT

## 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 setups with lids help expedite setup 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 formulate 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. Barden 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

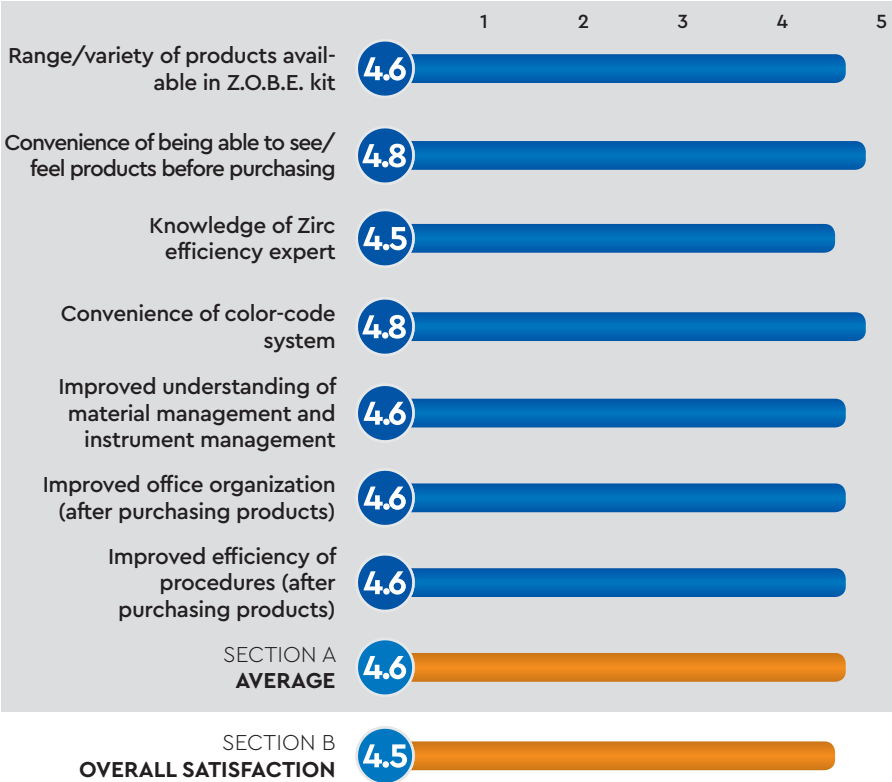
All of the evaluators said they would recommend Z.O.B.E. to their colleagues, with Dr. Barden commenting that the products are well made and save time. She added, "I would recommend [Z.O.B.E.] to anyone trying to get more organized, reduce clutter, and reduce duplication of materials."

## FOR FREE INFORMATION:

[www.zirc.com](http://www.zirc.com)  
800-328-3899

## 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





TAKE THE STRESS OUT OF ORGANIZATION

# COLOR CODE GUIDE

Organization Simplified.



Could the view from  
chairside be more  
appealing?

Do you have more  
instruments to keep  
track of than ever  
before?

Does restocking  
your materials take  
too much time?

## Sterile Doesn't Have to Mean Stainless

Go beyond traditional stainless steel and take organization to the next level. Our color-coded products offer long-lasting protection with an antimicrobial agent incorporated during the manufacturing process that resists the growth of bacteria and mold. Unlike a coating, the antimicrobial protection won't wear away or fade. Combine our tubs and trays with locking covers, and you have the highest level of infection control available.

"The dental office is a busy place. You want to focus on what matters most - time with the patient and infection control. Utilizing a color code system will help you become more organized, prepared and efficient."

-Lori Trost, DMD







## Benefits of Color-Coding

While the task of organizing your dental office may seem daunting and overwhelming, the time you spend now will save you time, and money, in the long run. With our complete color-code system, Zirc takes the stress out of organization.

### Use our exclusive color-code system to achieve:

**EFFICIENCY** – Improve the efficiency of your storage, sterilization, restocking, and operatory setup with our streamlined color-coded solutions. With all your materials easily accessible and organized by procedure and practitioner, you'll save time and energy.

**PRODUCTIVITY** – Increase productivity with a well-organized office. You'll spend less time looking for instruments or missing materials and experience less stress and frustration. That leads to a more productive staff and more time to focus on the patient.

**SIMPLICITY** – Our system is easy to implement and maintain. Once you assign a color to each procedure or practitioner, it's simple to keep materials together and identify what's needed. We offer three color lines in Vibrant, Jewel, and Classic tones to create ambiance and complement your practice.

**PROTECTION** – Our products offer the highest level of protection against contamination and infection. Product design allows for superior cleaning and protection against damage and injury during sterilization and transportation.

**COMPLIANCE** – Meet OSHA and CDC compliance recommendations for safe transportation of contaminated materials from the operatory to sterilization.

**PERSPECTIVE** – Improve patient perspective. Your patient will appreciate the sleek, organized, and sanitary appearance at chairside.

**VALUE** – Not only do we offer an economically priced product line, you'll save in the future with less time wasted and fewer instruments lost or damaged.



## Chairside Attractiveness (with less stress)

The goal of an organized, efficient, calm dental office is within reach. Zirc has the tools you need to manage your materials and easily store, access, and clean your instruments. Staff and patients alike will appreciate a streamlined, stress-free day, from setup to sterilization. Our exclusive color-code system will help you get organized and increase efficiency.

We offer 16 colors designed to complement the atmosphere of your office and allow you to organize by procedure and practitioner.

*For an organized practice with less stress,  
count on Zirc.*

**Are your materials often hard to access  
during procedures?**



# STEP 1: Assigning Color

Start by assigning each procedure its own color. Your instruments, instrument holders, bur holders, and dental materials will all be identified by the same color for each procedure.

Color can have a powerful effect on atmosphere, mood, and emotion. Convey warmth and comfort or a soothing sense of calm with different colors. Zirc offers three color lines to complement any dental practice and specialty.



## Vibrant

Our bright, lively Vibrant color line is perfect for a pediatric practice or any office looking to infuse energy and a sense of excitement.



## Jewel

The rich, modern tones of our Jewel line offer a dynamic and bold quality to any dental practice.



## Classic

The soft tones of our Classic line provide a subtle, traditional look. These pleasing, versatile colors work well in any dental office.



# Color & Organization

## STEP 2: Organize The Sterilization Center

A centrally located Sterilization Center is the ideal place to store your procedure setups and procedure specific dental materials. Use the color-coded B-Lok Tray System to house your instrument setups, and Procedure Tubs to hold your procedure specific dental materials. Next, store your Trays/Tubs on Zirc’s Multi-Mod racks or shelving, in cabinets, or on the counter. We recommend restocking all tubs simultaneously once or twice per week. This allows for easy access, optimal organization, and efficient restocking of materials. Finally, remove the bulky over-stock of disposable products such as paper towels, patient napkins, gloves, cotton rolls, gauze, saliva ejectors, etc. to create more storage space if needed. These items can be moved to another storage area or divided up amongst the treatment rooms.

If sufficient storage space is not available for Tubs in Central Sterilization, they may be stored in the Treatment rooms.

Look to Zirc for a more organized, efficient, attractive sterilization center.

- 1 Clean storage for instrument setups after being removed from autoclave.
- 2 Counter space in the “clean area” of the Sterilization Center is ideal for preparing each procedure’s instrumentation ahead of time.
- 3 Store completed Tray setups with instrumentation in racks.
- 4 Store Tubs in either Central Sterilization or treatment rooms, whichever best suits your practice.





## Organization Simplified

### STEP 3: Set Up the Treatment Room

Zirc's color-code products are designed for the highest level of organization and efficiency for the dental practitioner. This, along with the inviting appearance at chairside, will provide your patient with a positive, pleasing experience.

As part of the room prep, the designated B-Lok Tray System & Procedure Tub is brought into the Operatory before the patient is seated. Keep your instruments organized by returning them to the correct space in the cassette as you use them. Soiled gauze and cotton rolls should be placed in a receptacle as you work to maintain a clean working area. The compact size of Zirc's Handi Hopper is ideal for conveniently mounting to any counter or cabinet. Upon completion of the procedure, simply close the cassette and return burs and any other instrumentation to the procedure tray. Secure the B-Lok Tray Cover back on the tray before excusing the patient. This provides a great patient experience with a quick room turnover.

Keep disposable products, such as gauze, cotton rolls, gloves, masks, paper towels, saliva ejectors, etc. in the treatment room. This will allow for quick and easy restocking of the dispensers and drawer organizers. Keep the most used products within arms reach so you can easily retrieve more during the procedure if needed.

Enjoy the benefits of an organized and efficient treatment room with Zirc's Color-Coding system.

- 1 Cotton roll and gauze dispensers within arms' reach for easy access.
- 2 Covered tray with cassette and all other required instrumentation provides an organized work area and is visibly pleasing to the patient.
- 3 Covered procedure tub for easy, safe transport. Tub setup has all of the dental materials needed for the procedure.
- 4 Store tubs in either Central Sterilization or treatment rooms, whichever best suits your practice.

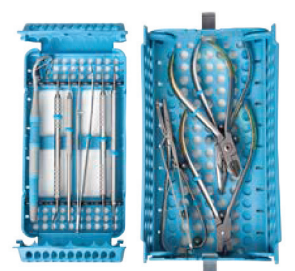


### STEP 4: Incorporate Procedure Trays

Our selection of color-coded trays offers organization, efficiency, and, when used with our exclusive Safe-Lok® Tray Covers, a level of infection control and safety unlike any other product:

- Set up procedure instrumentation on the tray ahead of time. Our E-Z Jett® Cassettes fit nicely and still leave room for other instrumentation. Secure the Safe-Lok® Tray Cover to keep items clean and for safe transportation to chairside. Remove the cover once the procedure begins.
- Once the procedure is complete, the Safe-Lok® Tray Cover prevents cross-contamination, injury, or damaged instruments during transportation back to the sterilization area. Keep all contaminated items enclosed until you are ready for the cleaning and sterilization process.

*Ensure compliance with OSHA and CDC regulations with color-coded trays and Safe-Lok® Tray Covers.*







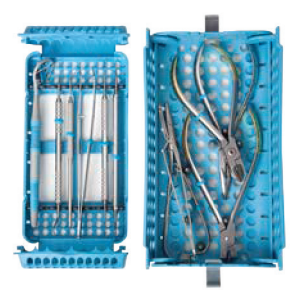
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*Ensure compliance with OSHA and CDC regulations with color-coded trays and Safe-Lok® Tray Covers.*



## STEP 5: Hand Instrument Management

Zirc's E-Z Jett® Cassettes are the most efficient, safe, and protective way to store your instruments. Instruments stay in the cassettes through sterilization, storage, and at chairside.



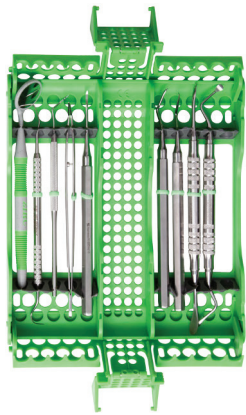
E-Z Jett® Cassette  
5-Place



E-Z Jett® Cassette  
8-Place Slim



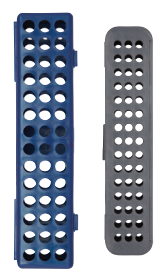
E-Z Jett® Cassette  
8-Place



E-Z Jett® Cassette  
10-Place



Performance  
Tool Organizer\*



Standard & Compact  
Steri Containers



Mini Mat



Bur-Endo Holders

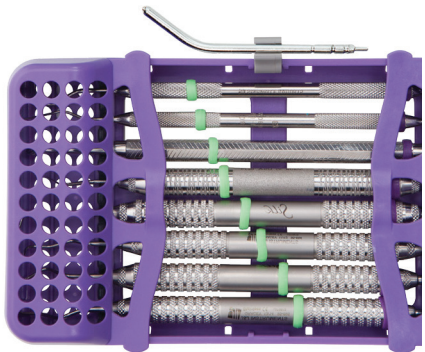
*\*Pair with an E-Z Jett® Cassette to complete your procedure setups*

## Instrument Management

Take your organization one step further with E-Z ID Rings & Tape, using one color to identify practitioner and a second color to identify the procedure. To eliminate confusion between the doctor and assistant and improve the patient experience, E-Z ID Rings can be placed in a diagonal pattern to show the order of use.



E-Z ID Rings & Tape



Example of Color Coding with E-Z ID Rings





# Material Management

Organize your materials by procedure with Tubs and take the stress out of your day-to-day operations. You'll have everything you need in one tub that can be easily transported from storage to operator. *Note: below are examples - organize your Tub to fit your needs.*



## Crown & Bridge Tub

Procedure tub, tub liner, tub dividers, divided slide tray, a variety of impression trays, tray adhesive, retraction cord, glass ionomer build-up material capsules, glass ionomer applicator set, cavity liner, cement mixing tips, irrigating syringe and tips.



## Endo Tub

Procedure tub, tub liner, tub dividers, divided slide tray, rotary file hand piece, Zirc endo guard filled with hand files & rotary files, refill endo files, gutta-percha, paper points, endo x-ray holders anterior & posterior, irrigating solution, irrigating syringe, irrigating syringe tips, root canal cement, cement mixing tips, rubber file stoppers.



## Capsule Composite Tub

Procedure tub, tub liner, capsule composite kit, composite capsules, Tofflemire® Matrix Bands, Zirc matrix dispenser, composite applicator, syringe etchant, syringe decay detecting solution, desensitizing agent, sponge applicators, cavity conditioner, glass ionomer cement & varnish, cavity primer and bond agent, sandpaper discs, composite polishing cups, wedges, syringe tip refills, brush tips, dappen dishes.



## Syringe Composite Tub

Procedure tub, tub liner, syringe composite kit, a variety of syringe composite, syringe etchant, decay detecting solution, cavity conditioner, cavity liner, cavity build-up material, composite matrix, finishing strips, finishing discs, syringe tips.



## Implant Tub

Procedure tub, tub liner, tub dividers, divided slide tray, 2 single tub cups with covers, Zirc implant organizer, abutments, healing caps, impression copings, ratchet implant wrench, Teflon tape, capsule & flowable composite, composite applicator, etch, syringe tips, applicator sponges.



## Hygiene Tub

Procedure tub, tub liner, tub dividers, divided slide tray, single tub cup with cover, fluoride trays, variety of prophylaxis paste, floss, fluoride drops, dappen dishes, brush applicators, prophylaxis paste rings, PH test strips, prophylaxis cups.

# Save Time, Money, and Stress

For the best in dental practice organization, look to our line of color-coded material management products. Our easily implemented system will save you time – before, during, and after procedures and sterilization.



## STEP 6: Manage Materials

Procedure Tubs are easily organized and identified by color. Store procedure specific materials in one tub that moves easily from operator to operator. Tubs can be stored in one central location.

*Note: disposable, bulky items such as gauze, cotton rolls, patient napkins, etc. are best stored in treatment rooms.*





Free ZUBE, Free Shipping, Free Return

For hands-on  
exploration of our  
color-code system,  
try ZUBE



### Zirc's Organizational Box of Efficiency

- The ZUBE demo kit ships to your practice at NO cost – Free ZUBE, free shipping, free return
- Consult and share your needs with your Zirc efficiency expert, who will review the amount of patient flow for each procedure
- ZUBE contains over 30 of our top-selling products for organization
- Receive a custom plan that's right for you and your practice
- Ship ZUBE back with prepaid return label
- Only available in USA; Contact Zirc for more information

**ORDER TODAY!**  
Visit us at [www.zirc.com/zobe](http://www.zirc.com/zobe)  
or call 800.328.3899



Contact us today to get started! 800.328.3899 | [sales@zirc.com](mailto:sales@zirc.com)

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