

The Straumann® Alliance Lab Program

More than products.
Collaboration for growth.



As an Alliance Lab, you become part of a select group that will benefit from an elite program offering more than just innovative products and solutions. We will supply you with tools designed to help you grow your business – and differentiate your services. From special promotions and early access to national education courses and events to complimentary marketing and agency support offerings, we will help make certain that through your relationship with Straumann, your business grows.



Why become a member of this elite program? Your exclusive benefits package includes:¹

- Promotion through our North American Straumann sales team
- Promotion via Straumann marketing channels including our website, dental lab finder and social media
- Complimentary personalized marketing tools to promote your laboratory²
- Complimentary advertising through industry publications
- Priority, in-lab training sessions customized to your laboratory's unique needs
- Access to special offers with Straumann third-party services to support your various business and marketing needs
- Complimentary webinars from Straumann Product Management on new products, technical tips and Q&A forums
- Preferred pricing on Straumann demo bars
- Complimentary registration to industry shows, education programs and speaker training
- Exclusive rebate programs

Your benefits package is designed to position your laboratory as the go-to resource for implant restorations, a proven formula to grow your business. Our preferred agencies can serve as an extension of your business - and will differentiate your laboratory in today's competitive environment.

As an Alliance Lab, Straumann will connect you with dentists seeking trusted labs that only use Straumann original components. Together, you will deliver exceptional results that will exceed patient expectations. Our dedicated Straumann Territory Managers will work with you to position your lab for continued growth and success.

¹ Additional qualifications may be required for some benefits. Contact your local Straumann Territory Manager for details.

² Complimentary applies to design services only. Printing and distribution of any marketing collateral is the responsibility of the customer.

International Headquarters

Institut Straumann AG
Peter Merian-Weg 12
CH-4002 Basel, Switzerland
Phone +41 (0)61 965 11 11
Fax +41 (0)61 965 11 01

Straumann North American Headquarters

Straumann USA, LLC
60 Minuteman Road
Andover, MA 01810
Phone 800/448 8168 (US) • 800/363 4024 (CA)
Fax 978/747 2490
www.straumann.us • www.straumann.ca