

Crown 6C



Several judges point out the beauty of this crown's metal collar. "This technician clearly worked hard to get the collar this thin," says one. They also admire the nice shade and blend, "beautiful anatomy," and ideal contours that show attention to detail.

Technician team and laboratory: The crown and bridge team, New Image Creation, a full service laboratory with locations in Tampa, FL and Los Angeles, CA; www.nicdentallab.com

Check, check and re-check: "We knew we had a good product based on our dentists' feedback, but the *Crown Challenge* was the perfect opportunity to validate that position," says Eva Pedé, general manager. "We have a terrific team and we're all very passionate about providing the best possible product."

A key part of the team's success is a strict quality control process. Master technicians verify the work after each

Packaging was not judged in the *Challenge*, but New Image Creation's bright orange case box stood out from the crowd. "It's part of the branding process and another way to establish our identity," says Eva-Maria Pedé, general manager (*l.*); with (*from l. to r.*): Jamie Rodriguez, customer service representative; Heather Poston, customer service representative; and James Kivimaki, technical manager.

phase of production, keeping in mind client preferences. Then, prior to shipping a case, a final quality control manager checks all aspects, down to the finest subtleties.

Pedé points out how critical it is to continuously reinforce that commitment to quality, and reward employees for their efforts through profit



sharing and other perks. "We all believe that in order for us to be successful, we have to be on the same page."

Staying true to the lab's roots: New Image Creation was founded in 2003 by three dentists who wanted to create the ideal commercial laboratory—focused on proactive

communication and service as well as quality—to service their practices as well as those of other dentists. "We strive to embody that spirit for all of our clients," says Pedé. "We keep the lines of communication open. We adjust, finesse, and do our best to give them whatever they need." **LMT**