

Crown 7X



"I was excited to hear that so many labs entered the *Challenge* and jumped at the chance to show there's good quality work out there," says Mark Hidde.

Technician and laboratory: Mark Hidde, owner, Rogue Valley Dental Arts, a six-person C&B laboratory in Medford, Oregon; www.rvdalab.com

There is good work out there: "I read a lot of technical publications and constantly see outstanding cases done by technicians from around the country; it gives you the impression that that kind of work is done

every day," says Hidde. That perception—and the assumption that many technicians would be enthusiastic about the *Challenge*—told Hidde he faced stiff competition. "That's why—even though I know we do higher end work—I never expected to be a finalist."

Hidde specializes in implant and anterior cases, and says that he and his staff work with one goal in mind: to make their clients' lives

easier. "We have to fabricate restorations that will help reduce chairtime, and we have to demonstrate to our customers that they can rely on us to solve their problems." For example, customers know that they only have to mention a new product or technique to Hidde and he'll do the research to fill them in on what they need to know.

Family pride: Hidde purchased the laboratory a decade ago from his father, Joel, who founded the business in 1973. "He trained me for four years and I learned from him the value of focusing on quality and communication." What did his father think about Mark being a finalist in the *Challenge*? "He was quite excited...but he also said he wasn't at all surprised." **LMT**



This crown exhibits exceptionally natural contours that flow well with the adjacent teeth. Our evaluators also praise its occlusal contacts, fit and nice surface texture.