



Town &  
Country

# NewsBite

News & Notes from your favorite dental laboratory.

## **The rumor stops right now: Town & Country Dental Studios is NOT for sale!**

There is an interesting rumor circulating within the dental community that Town & Country Dental Studios is up for sale. It's interesting for two reasons. First, **it's false**. Second, it shows that some of the changes going on in the new Freeport NY location are getting noticed, not only by customers, but by competitor laboratories as well.

**Truth be told** Town & Country is better than ever. They have improved product quality, expanded product selection, and improved customer service. Fact is, within the past 12 months, Town & Country has introduced CapellaSix premium esthetic restorations, Finesse AllCeramic inlays/onlays, laminates and crowns, and 3M Lava Zirconia restorations.

**Truth be told** Town & Country has improved production efficiency and customer service. Dave Lampert, VP Business Manager, Steve Lampert, General Manager and John Ackley, Production Manager have instituted minor changes in the company's daily business practices and protocols that have helped boost production. And Town & Country customers are starting to notice.

**Truth be told** Town & Country has given their marketing efforts a boost as well. They have hired Jerry Foster as Director of Sales and Marketing. And in the last 9 months, they have started a regional advertising campaign, redesigned all their corporate literature, launched a new website, developed ongoing press release and client communications programs, and expanded their customer appreciation activities. Truth is, the marketplace has heard more about Town & Country in the last year than they have in the last forty.

"Since 1962 Town & Country has been dedicated to producing a superior product and superior service. In the last year we have improved in both areas" said David Lampert. "The fact that the industry is noticing our changes proves that we are a respected leader in the industry. But for sale? Not a chance. We're here to stay...we love what we do and respect our customers too much to ever think of leaving. And any customer with any concerns can simply stop by. Our door is always open."

To reach David Lampert, or any other staff member, please call 1-800-925-8696, visit online at [www.TownAndCountryDentalStudios.com](http://www.TownAndCountryDentalStudios.com) or send e-mail to [CustServ@tncdental.com](mailto:CustServ@tncdental.com).

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*Dental Studios*