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THE KEY GROUP ANNOUNCES RELEASE OF THE 2015 U.S. DENTAL LABORATORY MARKET ASSESSMENT AND TRENDS REPORT

October 1, 2015—Baltimore, Maryland—The Key Group Inc., a leading global healthcare market research firm specializing in primary custom research and market intelligence announced the upcoming release of its 2015 U.S. Dental Laboratory Market Assessment and Trends Report planned for mid October. Now in its 5th year, this annual report provides a comprehensive overview of material usage and trends in many categories including crown & bridge, digital technologies, dental implants, dentures and production outsourcing in the U.S. dental market.

With data from over 300 U.S. dental laboratories, the report provides robust, quantitative, and statistically valid information with end user reported trends and contemporary product market shares. The report delivers an in-depth analysis of production methods and consumable materials usage in both fixed and removable dental restorations covering both in-house and outsourcing business models.

“Based on feedback from the dental industry professionals that we have worked with over the years there is a real need for accurate data from the dental laboratory market that quantifies the actual ‘voice of the customer’. True market share and trending statistics are critical for dental products companies to understand the competitive landscape and build a reliable forecasting model,” says Tim Mafale, President of the Key Group.

For more information or to purchase the report contact Scott Martinet at 800-816-5391 or smartinet@keygroupresearch.com

About the Key Group

The Key Group, Inc. (www.keygroupresearch.com) was founded with the goal of providing global healthcare businesses with contemporary market research information and actionable insights that management could rely on to develop and implement tactics to achieved their strategic and financial objectives. The Key Group consists of a team of business strategists, marketing executives, market researchers and information technologists. Every member of the management team has a passion for solving business issues and meeting customer research needs.

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