



527 Industrial Way West  
Eatontown, NJ 07724  
P 732-389-4500  
F 732-389-4998  
[www.lanmarkgroup.com](http://www.lanmarkgroup.com)

## News Release

### Media Contact:

Erin Foster / Lanmark Group

732-389-4500 ext 128

[efoster@lanmarkgroup.com](mailto:efoster@lanmarkgroup.com)

## Dental Trade Alliance Provides Convenient Online Private Print Shop for Oral Healthcare Can't Wait™ Marketing Components

### *New Online Service Helps Dentists Produce Customized Practice Marketing Materials*

**Arlington, VA – November 20, 2009** – As part of its multifaceted Oral Healthcare Can't Wait™ Awareness Campaign, the Dental Trade Alliance (DTA) is encouraging dental professionals to take advantage of its convenient online Private Print Shop, a fast and easy print-on-demand option for producing the quality dental practice marketing materials provided by the organization at [www.oralhealthcarecantwait.com](http://www.oralhealthcarecantwait.com).

The print-on-demand items are offered to dental professionals as part of the Online Practice Communications Kit on DTA's "Oral Healthcare Can't Wait" campaign-specific website. The site was created exclusively for dental professionals who would like to continue to raise oral health awareness for their patients and encourage regular visits to their practices. The Oral Healthcare Can't Wait website provides all the right tools and resources for launching an effective oral health-focused marketing campaign in a dentist's local market.

According to DTA CEO Gary Price, "These are sophisticated consumer marketing materials, created by a leading dental industry advertising agency, that promote the importance of seeing one's dentist on a regular basis in order to maintain one's oral and overall health. Creating this caliber of marketing materials would cost an individual dentist thousands of dollars for the concepts and designs alone. We're providing these finished designs free-of-charge, while providing a convenient and competitively-priced means for custom-producing them."

There are many benefits of utilizing DTA's Private Print Shop:

- Professional designs are quickly customized for your practice
- Fast turnaround times for orders
- First-rate printing quality and paper stock
- Dedicated customer service teams are on hand to answer questions and help with orders

-more-



527 Industrial Way West  
Eatontown, NJ 07724  
P 732-389-4500  
F 732-389-4998  
www.lanmarkgroup.com

## News Release

(2)

The Oral Healthcare Can't Wait website offers many free practice marketing materials, several of which are offered with print-on-demand options. The user simply chooses the desired marketing products, enters the quantity, customizes the products, and then checks out. Dental professionals can expect to receive the materials in an extremely timely manner. Some of the items available for on-demand printing include patient education brochures, patient recall postcards, statement stuffers, and more.

To access complimentary "Oral Healthcare Can't Wait Campaign" marketing materials, or to utilize the organization's print-on-demand option, dental professionals are invited to log onto:

[www.oralhealthcarecantwait.com](http://www.oralhealthcarecantwait.com).

### **About The Dental Trade Alliance**

The Dental Trade Alliance is an association of companies that provide dental equipment, supplies, materials, and services to dentists and other oral care professionals. Its member companies are distributors, dental laboratories, and manufacturers. DTA members are located in the United States, Canada, and Mexico. By providing the best equipment, materials, and services to dentists and oral care professionals, the DTA is considered a partner in improving the oral health of everyone.

###