

Pulpdent Launches New Website

PULPDENT

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Education is the focus of the new website launched by Pulpdent in June 2009. Visitors to the site can easily access product information and instructions for use, review clinical procedures and techniques, and consult material safety data sheets in both U.S. and 16-point European Union formats.

The Education section includes PowerPoint presentations, a library of Pulpdent Newsletters and a bibliography of published articles and studies related to Pulpdent products and their clinical applications.

Excerpts from *Save That Tooth*, a 300-page clinical guide authored by Dr. Harold Berk, co-founder of Pulpdent and professor at Tufts University School of Dental Medicine for 59 years, will be added in the months ahead.

“As with our previous websites, our goal was to create a site that is intuitive and easy to use for visitors of all ages, regardless of their tech-

nological skills,” says Fred Berk, Vice President of Pulpdent. “Those visiting our website are highly educated doctors, medical staff, public health providers and industry specialists seeking information and educational tools. We have designed a site that delivers this information in a professional, attractive, and user friendly format.”

“We have learned how to handle administration and manage the content of the website in-house,” reports Larry Clark, Director of Marketing and Clinical Affairs, “and this gives us the ability to continually update and add new material to the site.”

Creation of the site was an enormous project that took over one year and ultimately incorporates hundreds of web pages. All content was generated internally by the Pulpdent technical staff. Please visit the new website at www.pulpdent.com.

The screenshot shows the Pulpdent website interface. At the top, the logo "PULPDENT" is followed by the tagline "Proven products for dental professionals". Navigation links include Shopping List, Contact Us, and Sitemap. A site search bar is present. Below the navigation bar, a menu lists: HOME, PRODUCTS, EDUCATION / ARTICLES, IMAGE GALLERY, ABOUT US, NEWS & EVENTS, and ISO / MSDS. A large image of a smiling man and child is featured on the left. On the right, there are two tabs: "By Category" and "Alphabetical". Under "By Category", a table lists various dental products:

Amalgam Carriers	Embrace WetBond	Periodontics
Applicator Tips	Endodontics	Pit & Fissure Sealant
Bonding	Etching	Restoratives
Calcium Hydroxide	General Dentistry	
Cements	Orthodontics	

Below the table is a "Product Search" field with a "Search" button. At the bottom, there are three promotional banners: "Public Health & Institutions" with a photo of people, "Sign up for our newsletter" with an email input field and "GO" button, and "Featured Product" for "Embrace WetBond Pit & Fissure Sealant" with a product image and "Learn More" and "Place in shopping list" links.