



PROTECTS®

Pride Institute “Best of Class” Technology Award, 2015: Crosstex DentaPure® Waterline Treatment Cartridges

Hauppauge, NY – August 2015

Now in its seventh year, the Pride Institute’s “Best of Class” Technology Award continues unparalleled in its integrity and approach to recognizing excellence in dental innovation. In 2015, DentaPure® Waterline Treatment Cartridges from Crosstex is one of those lauded as “Best of Class.”

“To be honored as ‘Best of Class’ is a sign that a product has revolutionized, simplified or advanced its category in a distinctive way,” said Dr. Lou Shuman, ‘Best of Class’ founder. “The manufacturers represented here are driving the conversation for how dental practices will operate today and in the future. The foundation for our success in bringing attention to these products has always been our formula: technology leadership in dentistry, unbiased, and not for profit.”

“Best of Class” honorees are chosen by a panel comprised of leading voices in dental technology, who come together each year to discuss, debate and decide what products merit recognition. All technology categories are considered, but if there is no clear differentiator that sets a product apart in its category, then no winner is selected. Panelists who receive compensation from dental companies are prevented from voting in that company’s category. Over the years, the panel has developed a rapport that makes space for important conversations about the value of different innovations and how evolving categories become more or less valuable to the general dentist. The spirited debate that follows results in a variety of products — obscure and well-known, basic and aspirational — being honored.

“Technology decisions can be expensive and confusing for many doctors. Our job as ‘Best of Class’ panelists is to eat, sleep, live, breath and use technology in our general practices in real, everyday dentistry. We also have a chance to show and discuss these products with dental students and colleagues,” said Dr. John Flucke, writer, speaker and Technology Editor for Dental Products Report. “This allows us to provide recommendations that a doctor and staff can rely on to make informed decisions regarding their technology purchases.”

The panel consists of five dentists with significant knowledge of and experience in dental technology, including Dr. Shuman; Dr. Flucke; Paul Feuerstein, DMD, writer, speaker and Technology Editor for Dentistry Today; Marty Jablow, DMD, technology writer and consultant for Dr. BiCuspid; and Parag Kachalia, DDS, Vice-Chair of Preclinical Education, Research and Technology, University of Pacific School of Dentistry.

“With each new product innovation—infection control and prevention is our number one goal...the addition of DentaPure® into the Crosstex family of products allowed us to offer a waterline treatment solution that was not only effective and compliant, but also safe for our customers. To learn that such an astute panel of dentists selected DentaPure as ‘Best of Class’ is not only an honor but it is my hope that the acknowledgement will have more clinicians considering the treatment of their dental unit waterlines to safeguard patients and staff alike,” said Gary Steinberg, President and CEO of Crosstex.

The Pride Institute “Best of Class” Technology awards were launched in 2009 as a new concept to provide an unbiased, non-profit assessment of available technologies in the dental space. Through print and digital media coverage, the “Best of Class” message reaches the community of 150,000 dentists through multiple touch points—in print and online—educating them about the products. Honoree participation in the “Tech Expo” at the American Dental Association’s Annual Meeting offers face-to-face interaction with the companies as well as technology-centered education provided by members of the panel as well as the esteemed consultants of Pride Institute. Courses at last year’s 2014 meeting sold out. This year’s event will be held November 5-10 in Washington, DC.

About Crosstex

A division of Cantel Medical Corp., Crosstex manufactures a wide array of infection prevention and control products for the healthcare industry. Founded in 1953 and headquartered in Hauppauge, New York, Crosstex sells products including face masks, which are 100% manufactured in its FDA-registered New York facility. Sold in more than 100 countries, Crosstex products include DentaPure® waterline treatment cartridges, sterilization pouches and accessories, patient towels and bibs, surface disinfectants and deodorizers, germicidal wipes, hand sanitizers, gloves, sponges, cotton products, saliva ejectors, evacuator and air/water syringe tips.

To contact Crosstex please visit crosstex.com or call 888.276.7783. Join online at facebook.com/CrosstexProtects.