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## Midmark introduces new Artizan dental cabinetry

December 4, 2013  
By DentistryIQ Editors



In keeping with the tradition of continually improving products to benefit its customers and their patients, Midmark Corporation announced today a redesign of its Artizan® dental cabinetry line with production set for early next spring.

[Midmark announces the Elevance Continental Delivery Unit](#)

The new Midmark Artizan cabinetry brings a modern, unique look to the dental space with attention to detail in every facet of the new design. The treatment station features a slim midsection, floating glass shelf and cantilever forward upper profile, giving it shape while freeing up valuable countertop space. The central station features an attractive vanity front with mirror, LED lighting, a sleek touch/proximity faucet and a cantilevered sink. In addition, familiar elements in a Midmark operatory, such as Ultraleather™ and stainless steel accents, complement the cabinetry's stylish appearance.

"Dentists today want to create an overall positive experience for patients from the time they enter the waiting room, until the time they leave – this is achieved through quality service, friendly staff, and the design and décor of their office," said Crissy Treon, Midmark product manager, dental cabinetry. "Their cabinetry needs to allow staff to do their work effectively and ergonomically, but also needs to be attractive and inviting to enhance the overall experience for both staff and patients." Every element of the new Artizan redesign was based on extensive market research and customer feedback to achieve this experience for dental professionals and their patients.

The new Artizan cabinetry offers maximum design flexibility by allowing customers to combine several cabinet and resin panels, countertop materials and upholstery colors to create a look that is distinctively their own. Midmark has collaborated with designers to create specific palettes that will help customers choose color combinations that express their individual style – everything from the desirable traditional elements to an impressive contemporary design.

Midmark also offers Integra™ Dental Casework, a steel line known for its unsurpassed durability, internal and external modularity and asepsis-friendly design. "With Artizan and Integra, we have the most comprehensive dental cabinetry offering available for dentists," said Treon. "Both product lines create an efficient, successful work environment, allowing customers to have a choice based on their specific needs."

The new Artizan line will be ready for production in the spring of 2014, but sales representatives will begin quoting the new style on December 1, 2013 at the Greater New York Dental Meeting. The existing line of Artizan products can be ordered through December 31, 2013 for those offices that need to purchase items from the current product line to supplement their immediate office needs.

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