

SIMPLY CROWN & BRIDGE

Simply Digital

- In House Digital design
- Digital Smile makeovers
- In House Milling Katana YML Zirconia
- In House 3D printed resins for e.max pressed ceramics
- In House 3D printed Asiga Models



PRICE LIST FROM MAY 1ST 2024



**SIMPLY
CROWN
& BRIDGE**

Simply Digital

Simply Crown and Bridge work digitally using the most up-to-date Exocad design software, new cutting edge Medit scanners, Asiga 3D printers, the latest DG Shape milling machine enabling us to provide a full In house digital manafacturing service.

However, we never lose sight of the human element. All digital work needs design expertise and traditional technicians skills to finish restorations to the highest possible aesthetic standards. The digital workflow gives all of our technicians the time to focus on the creativity that simply raises our restorations to new levels of excellence.

To take advantage of these excellent facilities you can send us your digital impression scans, we can work with any system and of course we still accept regular impressions.

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All Photographs used within this book have been taken by Simply Crown and Bridge, produced by Simply Crown and Bridge and are of work made at Simply Crown and Bridge.
Any exceptions are accredited where they occur.

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Products and services

All products and services listed in this section are correct at the time of writing. However as Software, hardware, materials and techniques are advancing very rapidly, we reserve the right to change any of these things in order to further improve the products and services we provide to you.

Digital Smile Design

Surgery Visit. Impressions and Photos:

The digital journey starts much the same as before:

- Upper and lower Impressions. They must be accurate and fully anatomical. They can be in Silicon with a full light body wash, a five day alginate such as hydrogum 5, or they can be full intra oral digital scan impressions.
- We will need two photos, they must be high resolution sent as full size files. Most modern cameras including your phones are capable of capturing these images.
- The images should be 1. full smile and 2. retracted.
- The patients eyes should be looking straight into the lens of the camera, the head should be upright and not angled in any way.
- The smile photo should show the upper and lower teeth as clearly as possible. The patient should force this smile if required.



Smile Photo



Retracted Photo

Laboratory. Smile design

Once received in the Laboratory the models are poured, scanned and imported into Exocad, Digital scans are imported directly. We open smile creator and import the smile/retracted photos. This whole process can be watched in a 15 minute tutorial on YouTube.



This Video on YouTube explains clearly how we merge the 2D photos with the 3D Scan data and design the smile.

Why we use Exocad:

With normal smile design software, a smile photo is manipulated by superimposing teeth images on to the original photo, this can look amazing but is often completely unrealistic as it does not take into account actual tooth position.

Exocad however, merges both 2D photo data with the 3D scan data of the actual mouth, the smile design is both aesthetic and fully achievable. Show your patients a beautiful photo of their proposed Smile Makeover with the knowledge that this will be the final outcome.



The merging of 2D and 3D data is extremely accurate. giving predictable results from the first design to the final restorations.

Once 2D and 3D data is aligned, designing can start.



Exocad uses Golden proportion guides and hundreds of tooth libraries to help us design the perfect smile. Manual adjustment by the technician allows for the uniqueness of every smile.



When the design is complete we can send the before and after photos for you to discuss with your patient, changes can be easily made and new photos sent.

Once the patient confirms that they are happy with the design. We can print a model of the design, this can be returned for final approval or we can proceed with the next stages:



We duplicate the models and will provide all the normal components that you are used to:

For Indirect restorations like e.max veneers, etc. we will make;

Preparation guides, stents and splints for temporaries or trial smiles.

For direct composite restorations, we can construct a Memosil Matrix or Palatal silicon stent.

If Indirect restorations are to be made, preparation impressions will be returned to the Laboratory. This new information is merged with the original smile design in exocad and turned into the final restoration which will perfectly mirror the preliminary design.

The previously designed restorations are merged with the new scan and prepared for manufacture in whichever restoration or material has been prescribed.

With a complete record of the design process, and patient consent at each stage.



IPS e.max

IPS e.max

Despite advances with Zirconia, we still use and recommend e.max for the maximum aesthetic outcome.

However, we have updated our processes to bring our e.max production in line with the latest digital advancements.

We use our Exocad design software to produce perfect e.max substructures, full contour crowns, veneers, inlays and bridges.

Using the highly respected Asiga 3D printers and advanced printable resins, we produce incredibly accurate resin patterns.

From here, we do things old school. Everyone agrees that pressing is best, giving best fit, strength and aesthetic outcome.

However, just because its old school it doesn't mean we can't still be high tech, so we use the best pressing furnace available. Ivoclar's EP series of pressing furnaces.

Designed by the manufacturer of e.max for e.max.

Each furnace carries the precise program to maximize the strength, colour and aesthetics of the various types of e.max available.

These perfect pressings can then be finished using traditional techniques by our highly experienced ceramic technicians.



Using the most advanced digital production technology.



We design and resin print our e.max units for maximum accuracy.



A beautiful e.max bridge using a Low translucency frame and Layered ceramic.



Monolithic molar using LT ingot and a stain and glaze.



Everyone agrees pressing is best using the best pressing technology available.

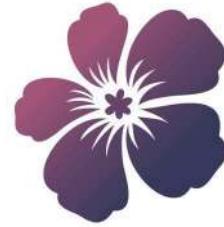


Layered e.max still unsurpassed for aesthetics.



Perfect inlay using a High Translucency ingot.

Zirconium ZrO_2



Full contour Micro layered Katana Zirconia YML

All of our zirconia is designed and milled in house. Katana YML is our zirconia of choice. With clean colours and true layers of translucency, 1000 MPa flexural strength through the connector areas and a 750 MPa occlusal area this is truly a material for all situations. Finished with Noritake micro layering liquid ceramics it is the ultimate fusion of strength and beauty.



KATANA Zirconia YML

Highly aesthetic one-for-all option.

Translucency

Enamel:	Body 1:	Body 2, 3:
49%	47%	45%

Integrated Translucency Gradient

Flexural Strength

Enamel:	Body 1:	Body 2, 3:
750 MPa	1,100 MPa	1,100 MPa

Integrated Strength Gradient

Application range

- ✓ Monolithic Crowns
- ✓ Monolithic Bridges
- ✓ Cut-back frameworks



GC Gradia

is a high strength micro-hybrid composite system, with the brightness, translucency and the warmth of porcelain. Ideal for inlays and onlays, but also suitable for veneers and crowns. This is a state of the art system, superior in our opinion, to Bellglass and Artglass. With the addition of a wide range of gum shades, GC Gradia can be considered as a good solution when gingival tissue has been lost. This is particularly true for implants, where gingival aesthetics are often a concern. The ability to repair composite in the mouth can also be a plus when restoring implant abutments.

Below is an example of a Gradia inlay constructed by Simply Crown and Bridge and an implant bridge using GC Gradia gum composite.



Gradia Bridge using Gradia Gum composite Photo Courtesy GC Europe.

A GC Gradia composite inlay. The aesthetics match those of similar ceramic inlays.



Metal Technologies

Digital Metal technology production

Simply Crown and Bridge produce all of their metal based units digitally. Full gold crowns, inlays and precious alloy bonded crowns are scanned and printed in resin, then cast using a high technology vacuum pressure casting system. This process produces exceptionally fine grain pure alloy castings. We only use the following Argen Alloys for this:

Argenco 43% yellow gold Alloy

Argenco 60% yellow gold Alloy

Argenco 77% yellow gold Alloy

Argelite 61% Palladium bonding Alloy

When it comes to Non precious we only offer one product:

Argen SLM pure CoCr

We no longer cast Non precious alloys, which tend to include of impurities to help the casting process. Instead we use pure CoCr that has been produced by laser melting. This process keeps the product completely pure.

Laser Melted, Pure, Cobalt Chromium by:



Simply Crown and Bridge have partnered with Skillbond Digital, who in turn are partnered with Argen Digital. We use our design expertise with exocad and send the digital files to Skillbonds brand new manufacturing facilities, housing the latest Argen laser melted technology. From our digital designs; copings, frameworks, implant abutments and solid crowns are laser melted and returned to us for porcelain fabrication and polishing. With precious alloys prices at an all time high, this pure, highly bio-compatible material is the perfect alternative for your patients.

The ArgenZ SLM process is sometimes described as '3D printing as it uses a high power laser to fuse together successive thin layers of powdered metal, just 0.02 mm thick. The frameworks are created from powdered Cobalt Chrome and when every layer has been built up, the solid coping's and bridge frameworks are then removed from the machine, sand blasted, inspected and cleaned. The SLM process is precise and computer controlled, ensuring consistent frameworks with improved marginal fit and no possibility of inclusions, defects or distortions that are commonly introduced in manual casting processes.

Sometimes described as a medical grade material, it is almost identical to the metal found in joint replacements. We see this product as the perfect alternative to traditional non precious alloys. Free of Nickel, Beryllium and Cadmium, patients are assured of non allergenic biocompatibility.

A fixed lower price than an alternative precious alloy product makes this the perfect choice for all your restorative needs.

Advantages:

- Cad/Cam 3D Printing, uses direct metal laser melting to give extreme accuracy.
- Pure Grade Cobalt Chrome, free of Nickel, Beryllium and Cadmium.
- Free of casting defects, inclusions or distortions. Exceptional margins and fit.
- High Porcelain Bond strength.
- Much easier to adjust and polish than Non precious alloys.
- The absolute pure nature of this alloy gives great patient acceptance.



The laser melting process in action.



Laser melted bridge framework.



Custom laser melted abutment and cement retained crown.



Custom laser melted screw retained crown.



Full metal laser melted crown.



Laser melted implant sub frame for denture case.

Implant Technologies

Implant Technologies

There are endless ways of restoring implants with new technologies becoming available all the time.
It is probably best to just list some of the options available to you:

- We do fixed price abutment restorations on Ti bases including all parts using Medentika (a Straumann Company) Ti bases for our lowest price all inclusive units.
- We use original Ti bases from other manufacturers when requested. We have a fixed price for this that takes into account the increased cost of original parts.
- On Ti Bases we design custom abutments made of: Laser sintered pure CoCr fused to porcelain, and our recommended full contour Katana multi layer Zirconia Screw retained crowns.
- We make screw retained crowns and bridges and can angle correct the screw channel for most systems.
- We make cement retained restorations but only after exhausting the options for screw retaining.
- We also partner with companies such as Atlantis and Createch when required or requested.



Katana YML Multilayer full contour implant bridge



Katana STML full contour Multilayer screw retained crown



Milled zirconia abutment with cement retained e. max crown



Screw retained custom design laser melted chrome



Cement retained crown on laser melted abutment



The Price List

exocad Digital Smile Design

Please see our guide to digital smile design, in this book and online.



Price: For Indirect Restorations Digital only available

Digital design includes photos and design for up to 6 teeth	£ 80.00
Additional digital wax up per unit	£ 15.00
Printed study models per model	£ 22.00
Plaster study models per pair	£ 22.00
Temporary splint-silicon lab putty (recommended for accuracy)	£ 20.00
Preparation guide model including silicon stents	£ 20.00
Laboratory consultation per visit, per 30 minutes	£ 80.00
Bleaching tray per tray	£ 45.00



Digital design package deals:

Prices, per arch include: design and photos, 3 printed model, Temporary Splint, Preparation Guide and Stents. (additional printed models charged extra)

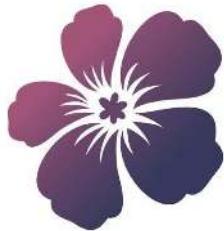
Package 1: 4 to 8 units	£172.00
Package 2: 9 units to Full arch	£198.00



Price: For Direct Composite Restorations Digital only available

Digital design includes photos and design for 6 teeth	£159.00
Wax up per additional tooth	£ 21.00
Printed study models per model	£ 28.00
Plaster study models per pair	£ 22.00
Silicon lab putty, palatal/lingual, cut for incisal guide.	£ 34.00
Memosil with clear custom tray, vented or not.	£ 87.00





IPS e.max®

Please see our products and services, in this book and online.

Price: *Includes printed Models*



e.max Bridge Per Unit £192.00

e.max Crown Per Unit £186.00

e.max Veneer Per Unit £172.00

e.max Inlay £152.00

e.max Onlay £152.00

e.max Maryland Wing £112.00

e.max Maryland Pontic £192.00

e.max Inlay Bridge abutment £112.00

e.max Inlay Bridge Pontic £192.00



Felspathic Porcelain

Please see our products and services, in this book and online.

Price: *Includes printed Models*



Smileline Porcelain Veneer £158.00



With Noritake Micro Layering two materials designed to work together.



Price: Includes printed Models

Katana YML Full Contour Bridge with Noritake Micro layering £198.00



Katana YML Full Contour Crown with Noritake Micro layering £186.00

Katana YML Zirconia Pontic with Noritake Micro layering £192.00

Katana YML Zirconia Maryland Wing £112.00

kuraray Noritake

What is Micro Layering?



Micro layering is achieved using Noritake CZR™ ceramic stains system for a permanent strong micro ceramic layer.

The translucency, saturation and fluorescence of CZR™ Internal Stain colors can be adjusted using Bright paste ceramic to achieve outstanding effects, shading and contrasts.



CZR™ FC-Paste Stain liquid ceramic enamels create depth effects and enhance the internal coloring using incredibly thin but incredibly strong layers as thin as 30 microns.



Layering a minimal cut-back monolithic ceramic using the Noritake system makes it possible to achieve a new aesthetic standard with restorations that have the highest demand in the market.



ARGEN® Laser Melted CoCr

Please see Digital Metal Technology, in this book and online

Price: *Includes printed Models*



Porcelain Crown, bonded to Laser melted pure CoCr £186.00

Porcelain Bridge, bonded to Laser melted pure CoCr £198.00

Maryland Wing, in Laser melted pure CoCr only £ 67.00

Full Gold Crown, available in 40%, 60% or 77% Au by weight £ 131.00

Gold Inlay, Available in 40%, 60% or 77% Au by weight £ 121.00

Full metal Crown, Laser melted pure CoCr £ 131.00

Cast Post & Core, Pure CoCr £ 66.00

Included in The private price: Laser Melted CoCr Alloy, Porcelain Butt Margin, Metal Reinforcement.

Not Included: Precious Metal Alloy which will be charge extra by weight.

GC GRADIA

Please see our products and services, in this book and online.

Price: *Includes printed Models*



Gradia Composite Inlay / Onlay £130.00

Gradia Composite Veneer £141.00

Gradia Composite Crown £147.00

Gradia Composite Bridge Per Unit £154.00

Gradia Composite Gum Per Unit £ 22.00





Implants *Please see our products and services, in this book and online.*



Medentika Ti base Implant Restorations

Medentika Cement Retained CoCr Bridge	£393.00
Medentika Cement Retained CoCr Crown	£380.00
Medentika Cement Retained ZrO2 Bridge	£460.00
Medentika Cement Retained ZrO2 Crown	£447.00
Medentika Screw Retained CoCr Bridge	£353.00
Medentika Screw Retained CoCr Crown	£340.00
Medentika Screw Retained ZrO2 Bridge	£369.00
Medentika Screw Retained ZrO2 Crown	£357.00

Includes: Tissue model, Analogue, Custom Ti base abutment, angle correction where needed, CoCr or ZrO2 Katana Full Contour Crown/Bridge and all labour.

Does not include: Implant, Impression coping or any precious alloys.



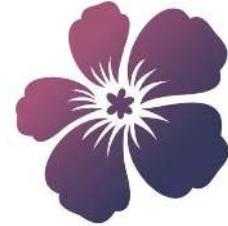
Manufacturer original parts Ti base Implant Restorations

Manufacturer Cement Retained CoCr Bridge	£459.00
Manufacturer Cement Retained CoCr Crown	£446.00
Manufacturer Cement Retained ZrO2 Bridge	£478.00
Manufacturer Cement Retained ZrO2 Crown	£466.00
Manufacturer Screw Retained CoCr Bridge	£418.00
Manufacturer Screw Retained CoCr Crown	£405.00
Manufacturer Screw Retained ZrO2 Bridge	£429.00
Manufacturer Screw Retained ZrO2 Crown	£417.00

Includes: Tissue model, CoCr or ZrO2 Katana full contour Crown/Bridge and all labour.

Not included: Analogue, Custom Ti base abutment, Angle correction add £55.00, Implant, Impression coping or any precious alloys.





Ex Parts Ti base Implant Restorations

Ex Parts Cement Retained CoCr Bridge	£273.00
Ex Parts Cement Retained CoCr Crown	£260.00
Ex Parts Cement Retained ZrO2 Bridge	£296.00
Ex Parts Cement Retained ZrO2 Crown	£284.00
Ex Parts Screw Retained CoCr Bridge	£234.00
Ex Parts Screw Retained CoCr Crown	£221.00
Ex Parts Screw Retained ZrO2 Bridge	£260.00
Ex Parts Screw Retained ZrO2 Crown	£248.00

Includes: Tissue model, CoCr or ZrO Katana Full contour Crown/Bridge.

Does not include: Analogue or Ti base these must be provided by and ordered by the surgery or will be charged under the manufacturers original parts section. Angle correction add £50.00. Implant or impression coping.

Atlantis Custom Implant Restorations

Atlantis Cement Retained CoCr Bridge	£429.00
Atlantis Cement Retained CoCr Crown	£416.00
Atlantis Cement Retained ZrO2 Bridge	£556.00
Atlantis Cement Retained ZrO2 Crown	£544.00
Atlantis Screw Retained CoCr Bridge	£455.00
Atlantis Screw Retained CoCr Crown	£442.00
Atlantis Screw Retained ZrO2 Bridge	£543.00
Atlantis Screw Retained ZrO2 Crown	£531.00

Includes: Tissue model, Analogue, Custom Atlantis abutment, CoCr or ZrO2 Katana Full Contour Crown/Bridge and all labour.

Does not include: Implant, Impression coping or any precious alloys. Angle correction add £55.00

Mouthguards

Please see the full range of colours at the end of this book and online.

Price:

Soft NightGuard £ 47.00



Hard Night Guard 2mm £ 86.00



Hard Night Guard 3mm £ 93.00

Bleaching Tray £ 45.00

Essix Retainer £ 41.00

Essix Retainer Scalloped to gingiva £ 45.00

Single Colour Mouthguards £ 60.00



Multicoloured Mouthguards £ 73.00

Custom Stripe Mouthguards £ 93.00



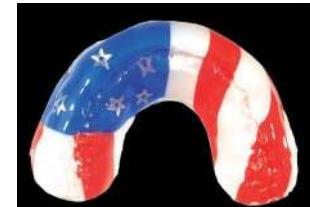
Flag Mouthguards £ 93.00

With name and/or double thickness add £ 15.00

Printed model for mouthguard each £ 22.00

Experts agree that low quality mouthguards can be dangerous and troublesome. Incorrectly fitting mouthguards are ineffective and hard to keep in place. Simply Crown and Bridge use only the best Erkoflex® formulation plastic polymer latex free. They are made by experienced dental technicians who understand about safe Mouthguard design. Examples of the full range of Erkoflex® mouthguard colours can be seen at the end of this book.

Please note that many more flag and stripe designs can be custom made.





Working Times, Collection and Delivery details.

Crown and bridge Working Times

10 Working Days - Normal Service

5 Working Days - Fast Track Service +10%

3 Working Days - Priority Service by prior arrangement +30%

Details:

Priority 3 day service is only available for units using e.max or Katana Zirconia and implants using Medentika parts, angle correction may not be possible in that time.

Working time begins when work arrives at the laboratory.

A free collection and delivery Service is available throughout large areas of South London and Surrey.

A free postal service is available for the rest of the United Kingdom. Free post 1st class bags are provided to all clients outside our delivery area. The Free post bags should be perfectly adequate for your new impressions, though it is advisable to wrap the impression bag securely around for additional protection.

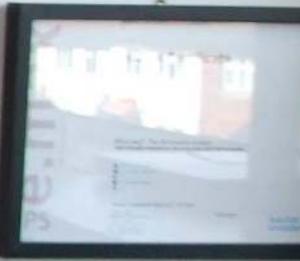
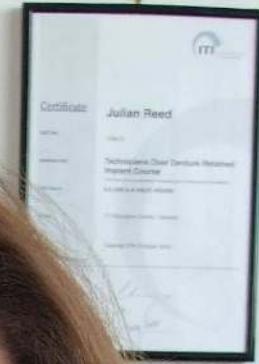
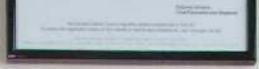
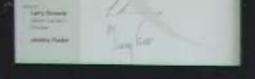
Should you have anything heavier to return then it would be advisable to box the item, you can then tape a free post bag over the box.

All work for postal areas will be returned by 'Next Day' guaranteed mail.



The Smile Gallery







This Patient wanted a more even smile. We gave her the smile she always wanted after laser gum treatment and 10 e.max veneers. Shade Ivoclar BL3.



Before



After



Before



After





This Patient came to us with old veneers, poorly shaped, discoloured and broken. We restored her smile with eight e.max veneers to match her newly bleached lower teeth. Shade Ivoclar BL3



Before



After



Before



After

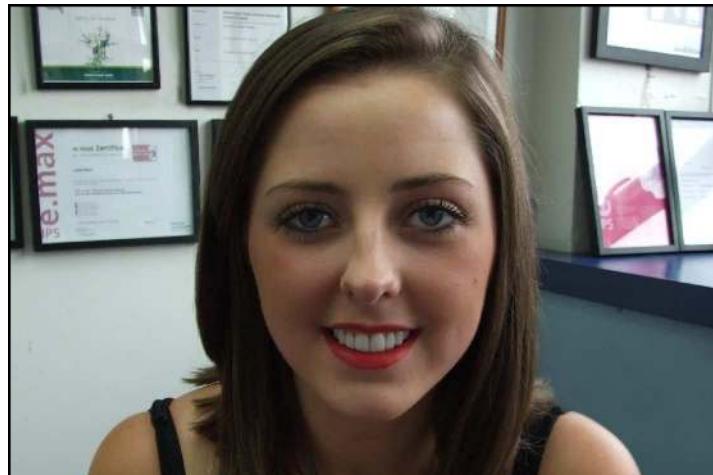




This Patient was unhappy with the unevenness of her smile. With virtually no tooth preparation we gave her a new smile with eight e.max veneers. Shade Ivoclar BL3



Before



After



Before



After





This Patient was very unhappy with the irregularities of her teeth. We created a new smile with eight e.max veneers. Shade Ivoclar BL3



Before



After



Before



After





After gingival trimming we were able to reduce the negative curve to this patients incisal plane. At the same time improving gingival height and tooth proportion. E.max veneers, shade BL2 were used.



Before



After



Before



After





With severe wear, mal-alignment and discolouration this patient required a total of 20 e.max veneers. We used a medium opacity e.max ingot in shade Vita B1 to mask the underlying staining.



Before



After



Before



After





Suffering from severe erosion this patient's labial and incisal edges were restored with e.max ultra thin veneers. No preparation was required, we simply replaced lost tooth tissue. Shade Ivoclar BL3.



Before



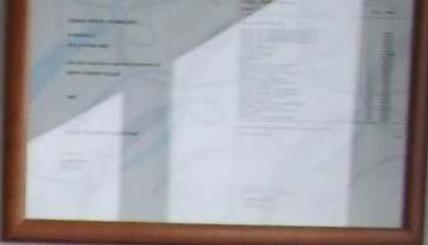
After



Before



After





This patient had failed orthodontic work but still wanted straight teeth and a perfect smile, with eight e.max veneers we were able to make her dreams come true. Shade Ivoclar BL3.



Before



After



Before



After





This patient had treated for severe overcrowding but the orthodontic treatment failed, six e.max veneers were placed to correct the situation. Shade Vita B1



Before



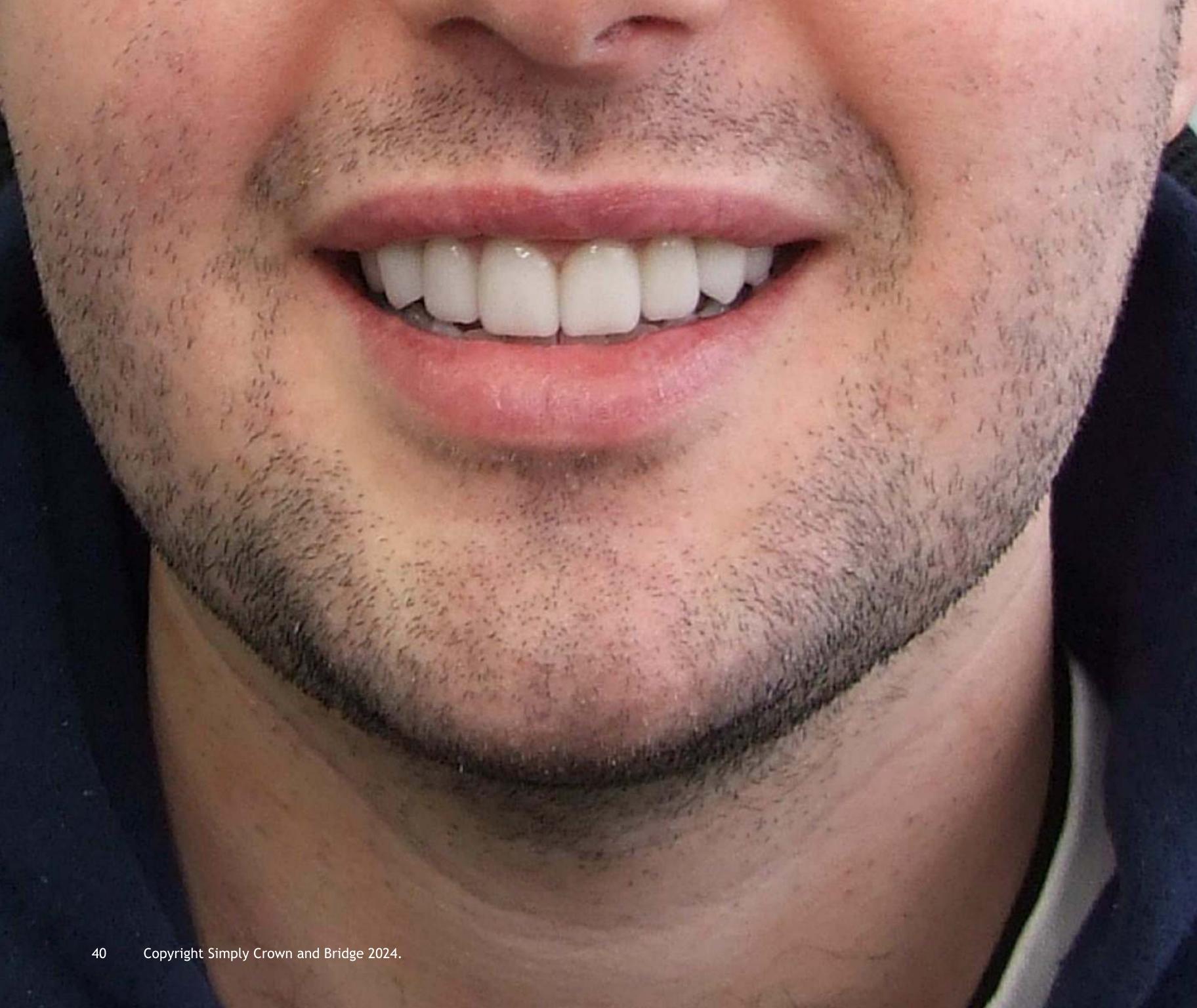
After



Before



After





This Patient was unhappy with his irregular teeth but still wanted a natural look. We created a new smile with eight e.max veneers. Shade Ivoclar BL3



Before



After



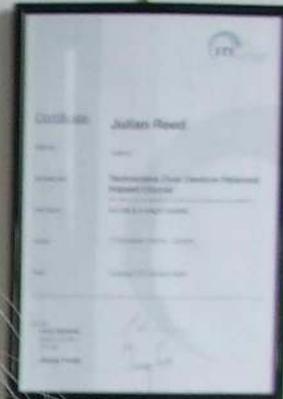
Before



After



VITA





This Patient was unhappy with her irregular and discoloured teeth. We used six e.max veneers to create her new smile. Shade Ivoclar BL2.



Before



After



Before



After

Simply Crown and Bridge

Certificate Paul Reid

146992

Simply Crown and Bridge

2010



Certificate

Julian Reed

109612

Technicians Over Denture Retained Implant Course

10/2008 - 11/2008

ITI Education Centre - Geneva

Tuesday 29th October 2008



e.max

e.max Zertifikat

100% INNOVATION IN DENTAL CERAMICS

Clare Raesens

Ein Zertifikat für Qualität, Qualitätssicherung und Wissensweiterleitung

ITI e.max® - The All-Ceramic System

Höchste Qualitätsstandards für die zahnärztliche Zahntechnik

- ITI e.max 100%

Praktische Prüfung 100% - 100%

Praktische Prüfung

Praktische Prüfung 100% - 100%

Praktische Prüfung

e.max

e.max Certificate

100% INNOVATION IN DENTAL CERAMICS

James Mayton

Ein Zertifikat für Qualität, Qualitätssicherung und Wissensweiterleitung

ITI e.max® - The All-Ceramic System

Höchste Qualitätsstandards für die zahnärztliche Zahntechnik

- ITI e.max 100%

Praktische Prüfung 100% - 100%

Praktische Prüfung

Praktische Prüfung 100% - 100%

Praktische Prüfung



This Patient was unhappy with her irregular and discoloured teeth. We used ten e.max veneers to create her new smile. Shade Vita B1.



Before



After



Before



After





The patient was very disappointed with some surgery made cerec crowns. She wanted a natural shape, colour and glaze. e.max crowns were the perfect solution. Shade Vita B2



Before



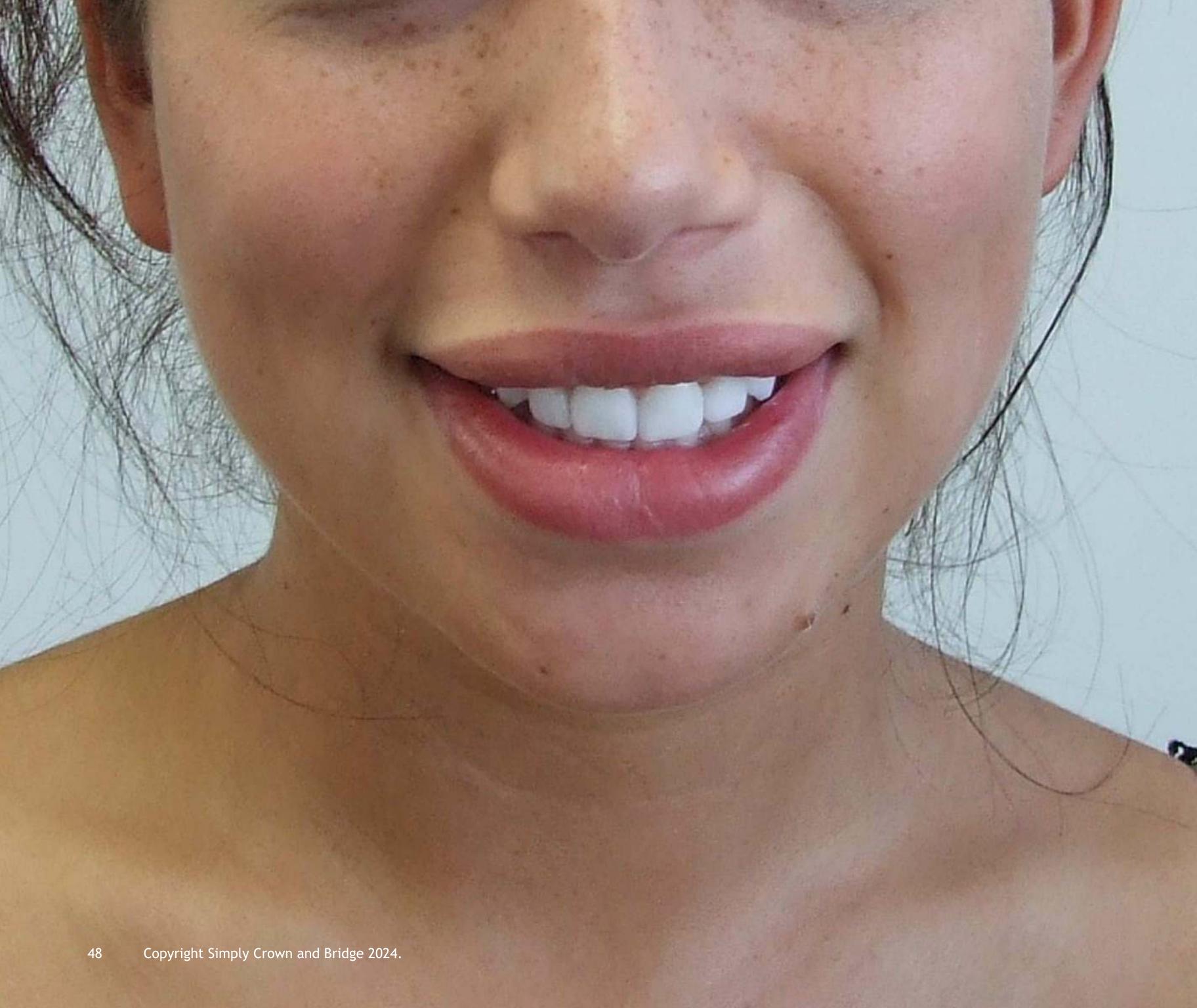
After



Before



After





With a job in the media, this patient needed a gap free whiter than white smile. We were able to oblige with six e.max veneers and the lightest bleach shade. Shade Ivoclar BL1



Before



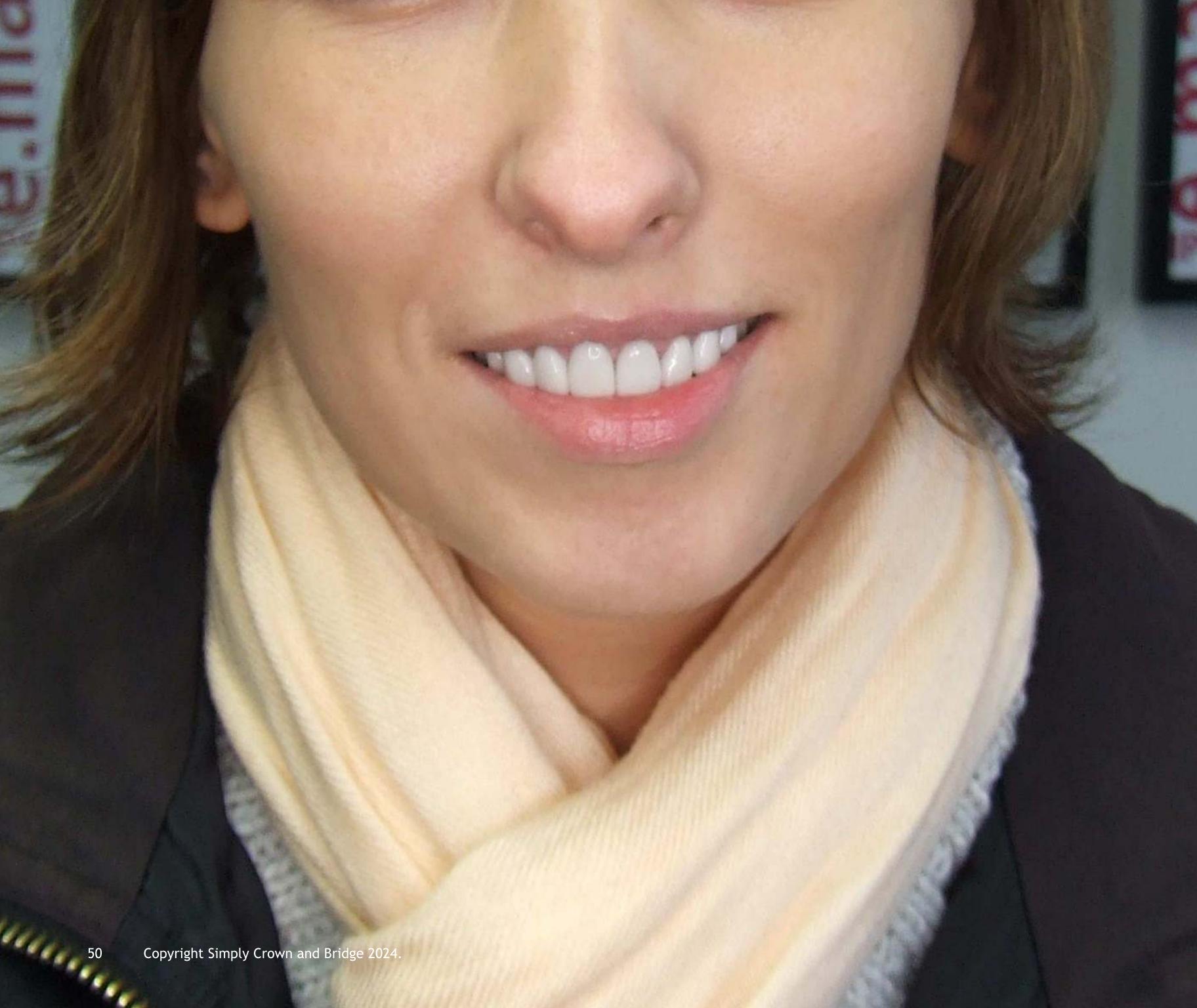
After



Before



After





With severe tetracycline staining and poor shape, a medium opacity e.max ingot was used to mask the staining. The underlying colour is completely masked. Shade ivoclar BL4



Before



After



Before



After





This Patient came to us with old veneers, poorly shaped, discoloured and broken. We restored her smile with ten e.max veneers to get back that winning smile. Shade Vita B1



Before



After



Before



After





This Patient suffered severe wear to all his teeth. Every tooth top and bottom needed an e.max crown to restore his smile and bite. Shade Vita A3.



Before



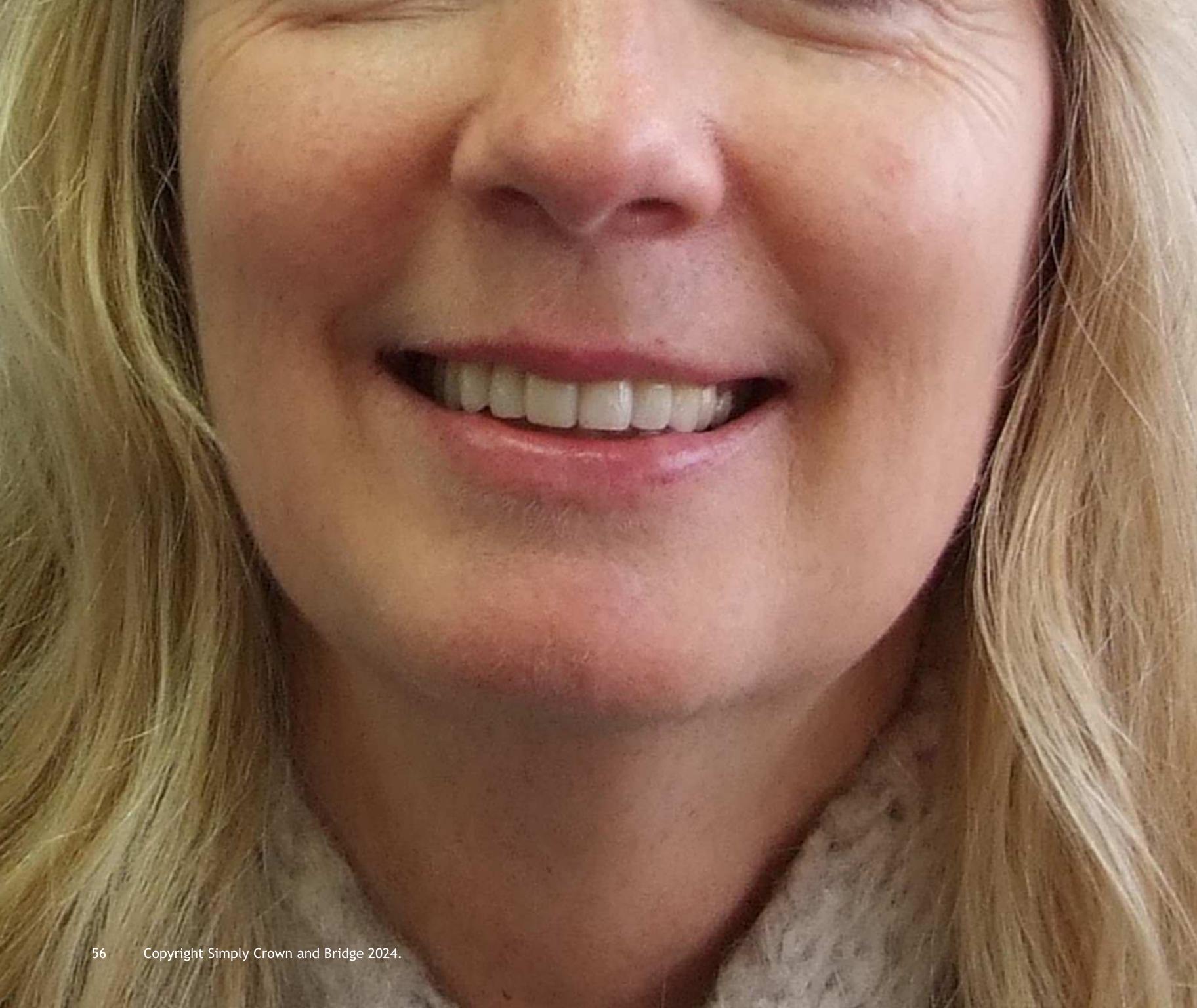
After



Before



After





This Patient wanted her old crowns restored and improved. They were replaced with six emax crowns. Shade Vita A1.



Before



After



Before

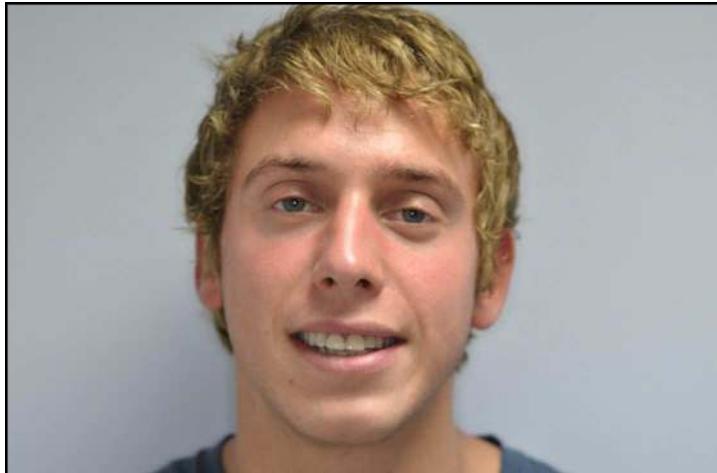


After

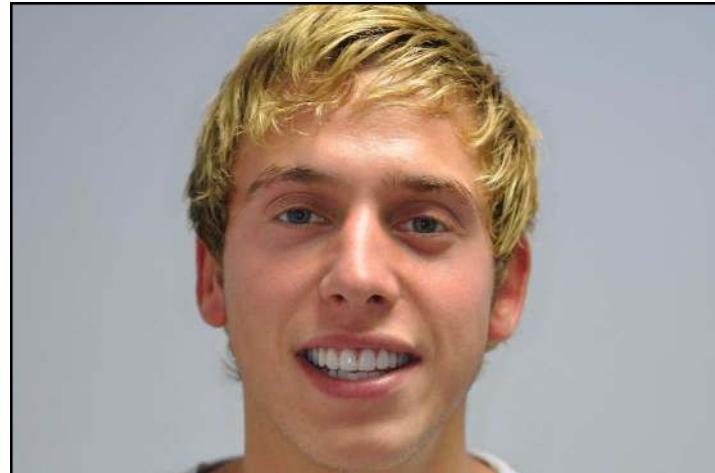




With just four e.max veneers careful bleaching and colour matching this patients smile was completely refreshed. Shade ivoclar BL3 neck, BL3 body and translucent tip.



Before



After



Before



After



Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives.

Author: William A. Foster





Simply Crown and Bridge work digitally using the most up-to-date Exocad design software, new cutting edge Medit scanners, Asiga 3D printers, the latest DG Shape milling machine enabling us to provide a full In house digital manafacturing service. However, we never lose sight of the human element. All digital work needs design expertise and traditional technicians skills to finish restorations to the highest possible aesthetic standards. The digital workflow gives all of our technicians the time to focus on the creativity that simply raises our restorations to new levels of excellence. To take advantage of these excellent facilities you can send us your digital impression scans, we can work with any system and of course we still accept regular impressions.

You will find us online at:

www.simplycrownandbridge.co.uk

You can direct your patients to the public section of our web site, where they will find plenty of information designed to help them with their decisions.

