Introduction

Dear partner,

Please find our Design & Communication Guide Lines. This document serves as a corporate identity and brand standards manual of Vertex-Dental BV. All expressions in the field of communication, both internally and externally, must conform to the standards and guidelines stated within.

For further information please contact us.

Sincerely,
Jan Willem Carelse
Manager Sales & Marketing
Logo Vertex Dental

**Variations**
- **Normal**
  - **Vertex Dental**
- **Logo white**
  - **Vertex Dental**
- **Logo Black**
  - **Vertex Dental**

**Unpermitted applications**
- Logo in any other color

**PANTONE**
- PMS 274

**CMYK**
- C 100%  M 100%  Y 0%  K 28%

**RGB**
- R 46  G 0  B 104
Colours Vertex Dental

Primary Colours

<table>
<thead>
<tr>
<th>PANTONE 274</th>
<th>PANTONE 319</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 100%</td>
<td>C 52%</td>
</tr>
<tr>
<td>M 100%</td>
<td>M 0%</td>
</tr>
<tr>
<td>Y 0%</td>
<td>Y 19%</td>
</tr>
<tr>
<td>K 28%</td>
<td>K 0%</td>
</tr>
<tr>
<td>R 46 G 0 B 104</td>
<td>R 132 G 201 B 207</td>
</tr>
</tbody>
</table>

The colours can be used in different graduations and combinations
Typography

Dax family
Light
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
Black
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Not allowed
Extreme character broadening or tightening

Caflisch Script Pro
Use only for payoff

Premium Denture Solutions
Identity design

Company cards

John Doe
Manager

Johan van Oldenbarneveltlaan 62
3705 HJ Zeist | The Netherlands

+31 (0)30 69 76 749
+31 (0)30 69 55 188
info@vertex-dental.com
www.vertex-dental.com

Premium Denture Solutions

Address label

Vertex Dental Asia | The Alpha #04-16 | Singapore Science Park II
10 Science Park Road | Singapore 117684

Vertex Dental
Identity design

Stationary

Front

Vertex Dental

Jeroen van Stuijvenberg
Da Costakade 61 III
1053 WG Amsterdam
t.a.v. de afdeling techniek
onderwerp: Huisstijl

25 november | 2008

Met vriendelijke groet,

Gerrit Munnik

Reverse side

Premium Denture Solutions

Following papers

Vertex Dental


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Identity design

Envelopes

EA5

C4
Identity design

With Compliments Card

Front

Vertex Dental

With Compliments

Reverse side

Premium Denture Solutions
Presentations

Powerpoint template

First slide

Tionsequite exerat velit vendio

Dolesto er sumsandio conse feugiam

Following slides

Tionsequite exerat velit vendio

- Dolesto er sumsandio conse feugiam
- Consequat lum acilit veniam nis alis dio consed esed
- Henit ipit nim quis ercidunt:
  - velis aliquis ex elis
  - adio odignis diam illa ipit lore modo od
Brochures

Cover examples

1. **Vertex Dental**
   - QuickScan Service
     - Uw orders binnen 24 uur geleverd

2. **Vertex Dental**
   - Quint Teeth Mould Chart

3. **Vertex Dental Academy**
   - Training program
Quint Synthetic Resin Teeth

**Combined Articulations**

<table>
<thead>
<tr>
<th>Type</th>
<th>Lower</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>AF1</td>
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<td>08</td>
<td>12</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
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<td>08</td>
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<tr>
<td>AF3</td>
<td>AL3</td>
<td>03/10</td>
<td>13</td>
<td>11</td>
<td>15</td>
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<tr>
<td>AF4</td>
<td>AL4</td>
<td>03</td>
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<td>10</td>
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<td>AL12</td>
<td>08</td>
<td>16</td>
<td>16</td>
<td>16</td>
</tr>
</tbody>
</table>

**Shades**

Available in 16 shades and tones:
AF, A2, AL1, AL2, AL3, M1, M2, M3, M4, R1, R2, R3, R4, R5, J1, J2, J3, J4, J5

Available in 16 shades and tones:
A1, A2, A3, A3.5, A4
B1, B2, B3, B4
C1, C2, C3, C4
D2, D3, D4

The dimensions are in millimeters.

Vertex Quint Teeth meet all the requirements of EN ISO 22112:2006 and are not fluorescent.
Brochures

Inside examples

Vertex Trayplast is a self-polymerizing acrylic.

500 and 1000 ml.

In several colors. Liquid, article series AVTNV: 250, 500, 1000 ml.

Naturally, we have used slightly darker shades in the tooth, comparable to a constructed ceramic crown.

With Vertex Quint elements, the highly prized chameleon with different opacities and CIE Lab* values, rather than just color. Vertex Quint elements are made up of five layers.

With the five layers morphological construction

Newtonian, it globally solves problems with its headquarters in Brazil, the Netherlands, has been a leader in the area of innovative, state-of-the-art denture products for more than 70 years.

The company’s vision is to fore the market and be regarded by dental professionals as the company that sets the standard when it comes to premium denture solutions that can be reliably worked.

The company vision is to fore the market and be regarded by dental professionals as the company that sets the standard when it comes to premium denture solutions that can be reliably worked.

We are proud to announce our latest innovation: Vertex Rapid Simplified for the pressing technique. Vertex Castapress for the casting technique and Vertex-Lines for the denture base.

Large range of Quint elements

The five-layered construction

The diverse range of models means dental technicians are supported by various studies conducted by renowned dental research institutes, such as the HBSC study.

Large range of Quint elements

The five-layered construction

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Large range of Quint elements

The five-layered construction

The diverse range of models means dental technicians are supported by various studies conducted by renowned dental research institutes, such as the HBSC study.
Brochures

Inside examples

**Using acrylics on frames**

The frame denture is a standard method at the denture department. Processing acrylics is done in many different ways worldwide. We consider it our duty to get the students acquainted with the various options there are to manufacture a frame denture. One of the options is to work with a Vertex Putty slot and another way is to apply the pouring technique. Colouring the frame denture can be done.

**Objective**

After completing the course, people are able to implement and apply this technique immediately in their own laboratory.

**Subject matter**

- Pressing with a high impact acrylic
- Separating the teeth
- Pressing the moulds
- Separating the teeth
- Placing back the teeth
- Filling the frame
- Sealing the frame

**High Impact acrylic on implant work**

The acrylics produced for a dentures on implants ensure a system quality. These acrylics must be able to withstand the load without impacts that apply on dentures on implants.

**Objective**

For the students of the course it is not only to give the student a idea of all possibilities, but particularly that also significant cost savings can be achieved in the laboratory.

**Subject matter**

- Pressing of the denture
- Manipulation of the denture
- Taking out and finishing the denture

**Authentic pressing method**

Pressing is considered as the most applied method. This course is considered an exchange of thought, but also in foundations of press. The course includes the production of complete moulds as well as partial models. Attention is paid to the protection of the molars and the set of the teeth.

**Objective**

After completing the course, people are able to work predictably to achieve a predictable final result.

**Subject matter**

- Pressing of the teeth
- Manipulation of the teeth
- Pressing the moulds
- Pressing the moulds
- Sealing the frame

**Transferring wax denture with pouring acrylic**

Pouring is becoming more and more popular. Because people want a system that combines clear work, speed and precision. The Vertex pressing system meets all these requirements. This technique can be applied to practically all dentures.

**Objective**

For the students of the course it is not only to give the student a idea of all possibilities, but particularly that also significant cost savings can be achieved in the laboratory.

**Subject matter**

- Positioning of wax model
- Pouring the gel in the cast
- Taking out the denture
- Pouring is becoming more and more popular. Because people want a system that combines clear work, speed and precision. The Vertex pressing system meets all these requirements. This technique can be applied to practically all dentures.

**Quint Synthetic Resin Teeth - Upper Anteriors**

**Quint Synthetic Resin Teeth - Posteriors**

**Quint Synthetic Resin Teeth - Lower Anteriors**
Vertex-Dental presenteert een app voor de Apple® iPhone®, iPod Touch® en iPad®

Om Vertex-Dental producten te bestellen hoeft u alleen nog maar de QR-code te scannen.

En dat is nu wel héél aantrekkelijk, want bij bestelling van Vertex™ Quint Teeth t.w.v. € 1.000,- ligt er voor u een gratis iPod Touch® klaar. Om direct de nieuwe app te gebruiken.

Vertex-Dental heet u van harte welkom in de stand!

Hal 10.1 – stand nr C068 – C069

* alleen geldig op onze stand tijdens IDS 2011, 22 -26 maart 2011.

Apple, iPhone, iPad en iPod touch zijn geregistreerde handelsmerken van Apple.
Internet examples
Enthousiaste en gedreven topper gezocht

Vertex™ is wereldwijd in meer dan 80 landen een synoniem voor Premium Quality en betrouwbaarheid en produceert en verkoopt al ruim 70 jaar kwaliteitsproducten voor tandtechnische laboratoria over de gehele wereld. Ter versterking van ons sales team zoeken wij een:

Medewerker Verkoop Binnendienst

De functie:

Je werkt intensief samen met de klant (nationaal & internationaal), beoordeelt de orders, maakt de planning en draagt zorg voor transport en facturatie. Daarnaast geef je ondersteuning aan de Area Sales Managers.

Onze verwachtingen

- HBO, net afgestudeerd of MBO niveau met relevante werkervaring;
- afgerond tandtechnische opleiding of tandtechnische kennis is een plus;
- goede beheersing van de Engelse- en een additionele vreemde taal;
- accuratesse;
- teamspeler;
- verantwoordelijk;
- affiniteit met automatisering;
- klantgericht en commercieel.

Ons aanbod

- Een internationaal georiënteerd, informeel bedrijf;
- werken in een professioneel team;
- uitstekende secundaire arbeidsvoorwaarden, waaronder goede opleidingsfaciliteiten, een bonusregeling en een premievrij pensioen;
- aandacht voor persoonlijke ontwikkeling.

Is je interesse gewekt, dan kan je voor reacties, sollicitaties of meer informatie terecht bij Jan Willem Carelse, Manager Sales & Marketing, jan.willem.carelse@vertex-dental.com.
Communication Materials

Poster

Vertex MultiCure

**Hot-curing acrylics, 4 flasks, 100 °C**
- Rapid Simplified, Regular, Implacryl & Soft

**Cold-curing acrylics, 3 flasks, 55°C, 2.5 Bar**
- Castapress, Castavaria, Implacryl Cold, Castaquick, Self-Curing & Trayplast

**Orthodontic acrylics, 9 models, 55°C, 2.5 Bar**
- Orthoplast

**Crown & Bridge acrylics, (minimum) 93°C, 6.0 Bar**

Vertex Dental

Premium Denture Solutions
Images

Photography

These images and many others can be downloaded in high resolution on our website:
www.vertex-dental.com/service-portal/images
Images

Photography