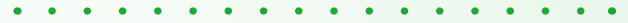


## **You'll Smile Because**



- You will receive quality appliances constructed by happy technicians!
- A real person will always answer the phone when you call and see that your questions are answered promptly! You will know that we listen and truly care.
- Your laboratory bills are always fair and accurate – no hidden costs!
- You get exactly the appliance you want without taking the time to laboriously complete each prescription. Individual preferences are kept on file and follow every case throughout the fabrication process.
- You can feel good knowing you are contributing something positive for our world by partnering with a “green” company!
- Due dates are honored whenever physically possible – if there’s any doubt about your patient getting to the chair before the appliance, you’ll be notified well in advance!
- You are proud to present an appliance to your patient that will not only work well, but looks fantastic, too!
- It’s fun watching your patients get excited as they pick the color and design of their retainers!
- A lost or broken appliance won’t spoil your day. By nature, parents worry (and possibly for good reason) that their child will lose a retainer. Offering NorthStar’s Appliance Protection plan settles the nerves.



 **Our Customers Say**  
.....**Dr. Joseph Virgulti** – Exton, PA

“NorthStar is an extension of my own staff – a partner if you will. Over the years I’ve considered a lab in my office but I’ve never acted on it. Why? Because the service and quality provided by NorthStar would be impossible to match. They simply make it too easy to work any other way!”

**Dr. Jere Crenshaw** – Union City, TN

“When we receive our retainers they are always exactly what we want! Your great quality allows us to schedule less time for retainer appointments. We could not be more pleased. I have never met any of your staff but feel like I know them well – bless their hearts!”

**Dr. E. Lynn Veneri** – Princeton, WV

“What’s it all about? Service, quality and the people you work with. I suggest you try NorthStar lab. That’s what I’ve found they are all about.”

**Dr. Robert E. Craven** – Liberty, MO

“I have been using removable appliances for over 25 years and I can’t recall the last time I needed a remake. If I send NorthStar a good set of models and a proper wax bite, the appliance always fits – always! I’ve worked with other ortho labs and NorthStar is the best!”

**Dr. Richard Bevis** – Plymouth, MN

“NorthStar has been providing years of consistent excellence in the fabrication of retainers and functional appliances for our offices. They are willing to customize and will call us with the appropriate questions. We are satisfied in every way.”

**Dr. Michael Sabat** – Parma, OH

“NorthStar is committed to customer service, and we notice not only the care and consideration given in the fabrication of our appliances but also the concern they have in meeting our needs from appliance design to delivery dates! NorthStar deserves an A+.”

**Dr. Paul Supan** – Leesburg, VA

“NorthStar has served my practice for over 20 years with quality appliances, great service and very competitive prices. The staff is always prompt and courteous in returning all calls regarding my special instructions.”



## How do I send models for appliance construction?

- Carefully inspect your working models for voids, blebs or distortion. Our finished product depends on the quality of your patient's model.
- Write your patient's name on the bottom of the model, especially when more than one case is sent in a box.
- Include a wax bite whenever upper or lower models are sent.
- Supply upper and lower models whenever the teeth are to be repositioned or if an extremely close bite creates a potential for occlusal interference.
- Complete a NorthStar prescription sheet, either our Standard or one of our Specialized sheets (Study Models, Herbst, Splints, Twin Block, Frankel, Crown/Bridge)
- Doctor name if not imprinted or different than imprint
- Dental license number
- Patient name – spelling of your patient's name is important so please print
- Date you are sending the order
- Date you want the order back in your office (we suggest 2 days prior to insertion date)
- Type of appliance and any special instructions – please be specific
- Shipping materials you need to restock
- If you have questions on how to communicate your needs, please call 800-346-0011 for assistance from a skilled technician.

## How is a new case processed through NorthStar?

- An account number will be assigned.
- Your office will be contacted to verify contact information and determine any special billing needs (master account for more than one office, prefers COD, copies or invoices to alternate address, etc.)
- Our technical supervisor will contact you regarding technical appliance construction preferences.
- You will be sent a Welcome Kit which includes company literature and all necessary shipping materials, including tape, impression bags, model marking pencil, and a special gift!
- After your first order has shipped you will receive a follow-up call. Please share your thoughts on the overall appearance, technical accuracy and service from NorthStar.

## What are NorthStar's billing policies?

- An invoice for each patient is shipped with the completed case. Keep these invoices to verify your monthly statement. Statements are mailed on the 3<sup>rd</sup> of each month.
- Payment is due within 30 days to avoid a 1.8% interest charge.
- We accept MasterCard/Visa/Discover/American Express either on an individual basis or automatically each month if an agreement has been signed.
- If you require special arrangements for multiple offices, alternate billing location, etc. please talk to Cindy B. 800-346-0011 ext. 1187.



NorthStar of the present is far different than when it was founded in 1975 by John Kelly! The laboratory began as a one-man operation in a converted railroad car outside Park Rapids, MN, with little in the way of utilities. Water had to be carried to the lab from the house! By the end of the first year, with **orders multiplying** and a long Minnesota winter approaching, NorthStar sought a larger, more serviceable location. In order to devote cash flow to the business, John and his new wife lived in the basement of a small, old building that was purchased for only \$7,000 to contain NorthStar. The area where models were poured for retainers during the day doubled as a kitchen and laundry room at night!

In the following 30 years, NorthStar grew at an unbelievably steady pace, now having an **enviable facility** which accommodates its 100+ employees serving over 2500 dental professionals. It is estimated that NorthStar has produced **over one million dental appliances** since its creation! We wish to thank our customers, both old and new, and our employees, both then and now, for the successes of the past.

For those who have not yet experienced NorthStar's **attention to detail**, we invite you to join a customer base that includes successful practitioners from coast to coast – each one receiving the same **friendly, personal service** that made NorthStar's success possible. Begin a long and pleasant laboratory relationship with a team that provides the results you and your patients deserve.

## **Management**

  
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**John E. D. Kelly**, Founder of NorthStar Orthodontics, grew up in a tiny Minnesota community. Post secondary education later took him to California working in the finance department of a large corporation. A short time later, feeling unfulfilled in his work life, he returned to school and received a degree in Dental Technology from Los Angeles City College. John then established two single-man dental laboratories in Texas and Arizona. In 1975, he returned to Minnesota to create NorthStar Orthodontics.

John's dedication to his business was just one aspect of his life. He devoted countless hours to activities such as Board member for a local bank, hospital, rehabilitation facility, and a home based manufacturing company. He enjoyed books, travel and fishing the beautiful lakes of Minnesota. Sadly, he passed away in October of 2008 and will be missed by all.

**Cindy Kelly**, Secretary – Treasurer of NorthStar, also has roots in small – town Minnesota. After college she had her first contact with the dental profession as an Office Manager for an orthodontic practice, which later gave her the opportunity to understand chairside assisting and dental laboratory procedures. Cindy and John joined as business and life partners when they married in 1976. She is also active in many community organizations and was awarded the Minnesota Jaycees “10 Outstanding Citizens” award in 1989. Cindy and two Kelly children will continue to lead the business with the same enthusiasm they shared with John.

