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**Cefla Medical Solutions Opens New Dental Showroom**

CHARLOTTE, N.C. –Feb. 23<sup>rd</sup>, 2015 -- Cefla Medical Solutions North America, a subsidiary of Europe's No. 1 dental unit manufacturer, has announced the opening of its new dental showroom at the company's headquarters in Charlotte. The showroom will welcome customers, prospects, and leaders within the company's dealer network to see, discuss, and enjoy hands-on experience with the latest dental units in a fully operational environment.

The showroom is part of a new 150,000-square-foot facility ideally suited for product demonstrations and training. "Having products consistently available and centrally located will greatly enhance our ability to help people understand the practice advances that arise from access to leading-edge technology," says General Manager Massimo Di Russo. "It will give us yet another way to advance customer objectives and help grow the industry as a whole."

The new dental showroom offers comprehensive information about and demonstrations of a wide variety of products by Anthos, MyRay, NewTom and Stern Weber, among them the new MyRay Hyperion X5, the first-ever,



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wall-mounted panoramic imaging system. This innovative product, given the 2015 Red Dot Design Award for Product Design by an international panel of independent judges, will also be featured at the 151<sup>st</sup> Mid-Winter Meeting of the Chicago Dental Society, Feb. 25-27 at McCormick Place North. Those who do not see it at the show, or want to learn more, can make appointments to see the X5 at Cefla's new showroom in Charlotte. For more information about Cefla Medical Solutions, visit [CeflaDental.com](http://CeflaDental.com).

### **About Cefla Medical Solutions**

Cefla Medical Solutions North America is a company focused on providing dental practices with units designed and made to ensure premium product standards capable of leading the future of dental care. Through its well-known network of brands, Cefla Medical Solutions is a global partner strongly supported by joint investment in research and development to provide the best solutions in dental units, radiology, accessories and dynamic instruments.

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