

# TREATMENT UNITS POSITIONING GUIDE

NORTH AMERICA

**KAVO**  
Dental Excellence

*Pelton & Crane*<sup>™</sup>

# **ESTETICA:** bringing years of KaVo experience and innovation to the North American market.

KaVo is proud to join Pelton & Crane as a leading provider of dental operatory equipment in North America. Together, these two trusted brands offer a complete portfolio of equipment choices to meet the needs of any dental team.



	KaVo	Pelton & Crane			
<b>OFFERING</b>	ESTETICA™ <small>NEW</small>	PREMIER	ADVANTAGE	ESSENTIAL	ALLIANCE <small>NEW</small>
<b>CHAIRS</b>	<b>E70/E80 Vision and E50 Life Treatment Units</b> <ul style="list-style-type: none"> <li>• Integrated Dentist Element with updated operating concept</li> <li>• Automated Hygiene</li> <li>• Modern and Ergonomic Design</li> <li>• New surgical function (E70/80 only)</li> </ul>	<b>Spirit 3300</b> Ergosoothe Massage Technology	<b>Spirit 1800</b> Ultraleather™ Upholstery	<b>Spirit 1700</b> Plush Upholstery	<b>Spirit 1700</b> Naugasoft Upholstery
<b>DELIVERY SYSTEMS</b>		<b>Spirit 3000 Series</b> <ul style="list-style-type: none"> <li>• Spirit 3800 Rear Delivery Unit</li> <li>• Spirit 3120 Ellipse Mount Delivery Unit</li> </ul>	<b>Spirit 2000 Series</b> <ul style="list-style-type: none"> <li>• Spirit 2800 Rear Delivery Unit</li> <li>• Spirit 2500 Rear Delivery Unit</li> <li>• Spirit 2120 Ellipse Mount Delivery Unit</li> </ul>	<b>Spirit 1000 Series</b> <ul style="list-style-type: none"> <li>• Spirit 1585 Ellipse Mount Delivery Unit</li> <li>• Spirit 1522/1538 Cabinet Mount Delivery and Assistant's Unit</li> </ul>	<b>Alliance Series</b> <ul style="list-style-type: none"> <li>• Alliance 1258 Swing Mount</li> <li>• Alliance 1250 Post Mount</li> </ul>
<b>LIGHTS</b>	<b>KaVoLUX 540 LED</b> <ul style="list-style-type: none"> <li>• Unit Mounted Operatory Light</li> <li>• Ceiling Mounted Operatory Light</li> </ul>	<b>Helios™ 3000</b> <ul style="list-style-type: none"> <li>• Track LED Light with Flexible Monitor Mount</li> </ul>	<b>Helios™ 1800</b> <ul style="list-style-type: none"> <li>• Ceiling Mount LED Operatory Light</li> </ul>	<b>Helios™ 1800</b> <ul style="list-style-type: none"> <li>• Ellipse Mount LED Operatory Light</li> </ul>	<b>Helios™ 1800</b> <ul style="list-style-type: none"> <li>• Ellipse Mount LED Operatory Light</li> <li>• PMU Mount LED Operatory Light</li> </ul>
<b>STOOLS</b>	<b>PHYSIO™ Evo F</b> <b>PHYSIO™ Evo</b> <b>PHYSIO™ One</b>	<b>Spirit Doctor and Assistant Stools</b> <ul style="list-style-type: none"> <li>• Ultraleather™ Upholstery</li> </ul>	<b>Spirit Doctor and Assistant Stools</b> <ul style="list-style-type: none"> <li>• Ultraleather™ Upholstery</li> </ul>	<b>Spirit Doctor and Assistant Stools</b> <ul style="list-style-type: none"> <li>• Ultraleather™ Upholstery</li> </ul>	<b>Spirit Doctor and Assistant Stools</b> <ul style="list-style-type: none"> <li>• Naugasoft Upholstery</li> </ul>
<b>ESTIMATED INVESTMENT</b> <small>(with/without cabinets, different options, etc.)</small>	\$45,000 - \$90,000	\$25,000 - \$60,000	\$20,000 - \$40,000	\$15,000 - \$30,000	\$10,000 - \$15,000

<b>MARKET OVERVIEW</b>	<b>KaVo AND PELTON &amp; CRANE</b>	●	●	●	●	●
	<b>COMPETITOR S</b>	●	●			
	<b>COMPETITOR A</b>			●	●	●
	<b>COMPETITOR D</b>				●	●

## Flexible Cabinetry Solutions

With three unique families of customizable dental cabinetry, Pelton & Crane has a complete portfolio of options to meet the needs of any practice.

<h3>RENAISSANCE</h3> <p>The Renaissance Collection boasts a revolutionary aesthetic and is designed to improve operatory ergonomics.</p> 	<h3>CENTENNIAL 2</h3> <p>Centennial 2 cabinets offer the widest range of rear cabinetry modular options allowing a truly customizable cabinet.</p> 	<h3>MILLENNIUM</h3> <p>Essential features and functionality at a budget-friendly price point are offered in our Casework Millennium Cabinets.</p> 
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## KaVo Handpieces

Our vast line of quality handpieces showcases our attention to your level of care while delivering performance that lasts. It is our passion for excellence that enables us to deliver the best air-driven, electric and surgical systems worldwide.



**MASTER**  
 The Pinnacle of KaVo Innovation

**EXPERT**  
 Superior KaVo Performance

**SMART**  
 Reliable and Affordable KaVo Technology



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