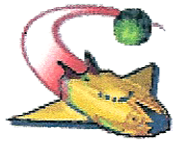


V.P. of Sales - North America



Bill Reynolds/USA/Nobel Biocare
06/24/2009 02:55 PM

To John Cox/Canada/Nobel Biocare@Nobel Biocare
cc Vince Lombardo/USA/Nobel Biocare@NOBEL BIOCARE,
Byron Moore/USA/Nobel Biocare@Nobel Biocare
bcc
Subject Fw: 3i Competitive



Johm, here is a big step forward with a big Zimmer acct. for Vince Lombardo in Cleveland that he has been working. Just thought you would like to see the action and we got an Aeseptico deal with it!

Bill Reynolds
Area Director

NOBEL BIOCARE USA INC
(press CANCEL if you don't want to use)
www.nobelbiocare.com

Phone: (800) 993-8100 ext. 3310
E-mail: Bill.Reynolds@nobelbiocare.com

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----- Forwarded by Bill Reynolds/USA/Nobel Biocare on 06/24/2009 02:52 PM -----



Vince Lombardo/USA/Nobel Biocare
06/24/2009 02:39 PM

To Bill Reynolds/USA/Nobel Biocare@Nobel Biocare
cc Byron Moore/USA/Nobel Biocare@Nobel Biocare
Subject Re: Fw: 3i Competitive



Hi, Bill. Last month I let you know about a major competitive win I was hoping to close by the end of the quarter. Well, earlier today, I closed a \$17,000 deal with Drs. Alperin & Fried in Cleveland. This was a big 3i and Zimmer account. Zimmer is still their #1, but now we have our feet in the door. Also, part of the package we put together features an Aseptico console! Thanks to Byron Moore for helping get this All-On-4 "promo" to happen.

Vince Lombardo
Dental Solutions Specialist - Northeast Ohio / Erie, PA

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Bill Reynolds/USA/Nobel Biocare



Bill Reynolds/USA/Nobel Biocare

To Bill Reynolds/USA/Nobel Biocare@Nobel Biocare, Mary Seidel/USA/Nobel Biocare@Nobel Biocare, Byron