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# Carestream Dental ‘Never Stands Still,’ Reaches Towards Digital Future with Refreshed Brand

**CHICAGO**—Since it became the only freestanding dental technology company that’s 100% digital two years ago, Carestream Dental has delivered digital innovations that help practitioners and partners perform more confidently, more efficiently, more seamlessly and more successfully. In that time, Carestream Dental has evolved beyond just being an equipment and software company to become a data-driven company. In recognition of this evolution, Carestream Dental is introducing a refreshed brand to reflect its commitment to providing the most intuitive digital solutions in the oral healthcare industry.

The updated look and feel of the company represents the Carestream Dental of today—fully digital, providing integrated workflows—but also looks to where dentistry is going in the future, with a focus on data that provides doctors and practice owners greater insight into the health of both their patients and businesses. Oral healthcare professionals will notice a modified logo that’s shadow hints at the depth and dimension that digital dental technology lends to doctors’ diagnosis and treatment. New bold colors that flow and break into pixels mimic the fast pace that information travels on the digital highway.

“We never stand still, especially when it comes to transforming the dental industry,” Greg Marko, chief marketing officer, Carestream Dental, said. “We have a never-ending drive toward innovation; the elements of the refreshed brand represent our constant striving for better, more effective solutions.”

While the pace of digital means oral healthcare is changing faster than ever, there are a few things that will never change at Carestream Dental, namely, its commitment to providing the most intuitive digital solutions in the dental industry, and its promise to support professionals and their patients with passion, knowledge and insights from its global associates and partners.

Carestream Dental invites attendees of the Chicago Dental Society’s Midwinter Meeting to experience the updated brand for themselves in booth #3602, Feb. 20-22, 2020. For those that can’t make it to the show, they can expect to see new elements of the brand rolled out on the website, social media and all other Carestream Dental communications over the coming months. Visit [carestreamdental.com](http://carestreamdental.com) to learn more.

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## About Carestream Dental

Carestream Dental is committed to transforming dentistry, simplifying technology and changing lives. In this pursuit, we focus on providing the latest in high-quality scanning technology, the smartest chairside systems, the most intuitive practice management software, incredibly accurate imaging software and the data intelligence that helps continually refine patient outcomes. And we offer these solutions for the full range of dental and oral health professionals. For more information please visit [carestreamdental.com](http://carestreamdental.com).

