

# Making the Right Choice



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### Gundrum Dental Labs

**Location:** Cincinnati, Ohio

**Owned by:** Yatz Gundrum & Mike Gundrum

*"It does what it's supposed to do every time – to the point where it's just taken for granted" – Yatz Gundrum*

### Executive Summary

When it was time for Mike and Yatz Gundrum to add a new porcelain furnace to their lab, they weren't sure what specific brand they should purchase. First, they had to establish what features they needed to fit the workflow and space in their lab. Second, they had to do some research to determine what furnace performed best and third, they needed to find one that fit their capital equipment budget. They ended up purchasing a Pro Series Furnace from Whip Mix. It hit all the items on their checklist, including: ease of use, reliable and accurate temperatures & ability to fire & press a variety of porcelains trouble-free – all with a very affordable price tag. Since incorporating the Pro Series into

their lab, operations have been running smoothly and they couldn't be happier with the results.

## Challenges

High quality ceramics have been a hallmark of Gundrum Dental Laboratory for many years, and to consistently achieve that, they sought out the best porcelains and the best porcelain furnaces.

The brothers tried several porcelain furnaces through the years, looking for the best fit for their business model. They often had to re-fire crowns because they didn't capture the esthetic results their ceramists intended. Inaccurate muffle temperatures required constant calibration. In addition, they had experienced an inconsistent operation of the firing tables. After replacing those multiple times – and at a very high cost – they decided it was time to search for a new furnace.

## How Pro Series Furnace Helped

“The beauty of the Whip Mix furnaces is that they are basically a turnkey product. They're easy to unpack and set up, and the manuals are easy to read and understand.” Easy use is just one of the features they found. The furnaces addressed their previous needs in a way others did not. “They have a reasonable sized foot print, 200 programs, are dependable, and give us a consistent temperature for the same result every time.” The Pro Series Furnaces are really workhorses. They seem to last forever. “If someone asked me what the single biggest reason that I would recommend a Whip Mix furnace, I would say that it does what it's supposed to do every time, to the point where it's just taken for granted.”

## Results and Future Plans

Since incorporating the ProSeries furnace into their lab they have had consistently good results and trouble-free performance.

“We had always had confidence in Whip Mix because we have been a customer of theirs for many years. We use their gypsums, vacuum mixers, model trimmers, etc.” The brothers also had had experience with Whip Mix standing behind their products when necessary, so they purchased their first Whip Mix Pro furnace. It won't be their last.

## About Gundrum Dental Labs

Gundrum Dental Laboratory is a family owned laboratory with two 2nd generation dental technician brothers as principle owners. Yatz and Mike joined forces in 1972 with Mike achieving his CDT certification in Crown and Bridge and Yatz in ceramics. They expanded up to 17 employees but found that a smaller lab size better fit their goals and personalities. They now run a lab with five people. Mike and Yatz both sit on various boards in the dental laboratory industry because they really enjoy what they do and are committed to staying abreast of our fast changing industry.

“Our thought was we should find a company we felt comfortable with and not just a furnace.”