

**“I Couldn’t Afford One Carbon
Printer and Now I Can’t Afford Not
to Have Two...”**



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I Couldn't Afford One Carbon Printer and Now I Can't Afford Not to Have Two...

"How much!?! And I never actually own the printer...? Are you crazy?" That was my response to the Carbon guys at LMT Lab Day Chicago 2018, when I said I wanted an M2 printer. The Carbon team on the stand beamed at me in their branded Adidas Carbon gear, almost proud of the cost and their subscription model. Maybe they were delirious, I thought, maybe crazy, however they looked pretty sane and normal as we stood eye to eye with the M1 dutifully printing next to me. They made no attempt to defend the cost, let alone apologise for what seemed to me, an eye-watering amount and possibly sheer madness in the lab world.

It had taken me over a year to justify committing to my first Carbon printer and yet it took me just 48 hours from installing the first to warrant the second. Oh, how rude of me. Let me introduce them—Monty is our first M2 and Marmaduke our second, joining our lab family this week. They are like part of the team and seem to get more respect and loving care from the rest of my team than I do as the boss. They might not be very chatty but they are very reliable and give off this heart warming glow. You can't help but fall in love with these guys.

I can't deny the cost is high, but the cost of not having these is considerably higher. You start to understand Carbon when you watch the TED talk from the founder, Dr Joseph DeSimone (2015). Get on their YouTube channel and start to fall in love with their videos about a very driven, super cool, modern thinking company. Cancel that. Not a company—a family. As a customer I'm very proud to say that I'm part of that family. They wouldn't let me have a printer until I could prove I met the highest of health and safety standards. "I JUST WANT MY PRINTER!" I'd be shouting in my head, but they stood their ground. They

would not ship it for all the tea in China until I had protected my team and theirs from any IPA fumes (that's isopropyl alcohol, not the beer). The Carbon family cares about my family.

So when Monty arrived (there's no favourites, despite what anyone says) the accompanying team from Carbon spent two days setting him up, calibrating and training. Paul from the UK team informed me that when large trucks go by, there was a 1 micron shift in the plate and that's not ideal. 1 micron? Wow, these guys were serious. When we moved Monty from my lab, across the driveway to our new manufacturing facility, Paul informed me he had a shift of 7 microns and that a couple of hours of calibration (with devices that looked like they belonged on a space station), he would have Monty back to perfect and he wasn't wrong. This is a whole new level of printing, service and team work.

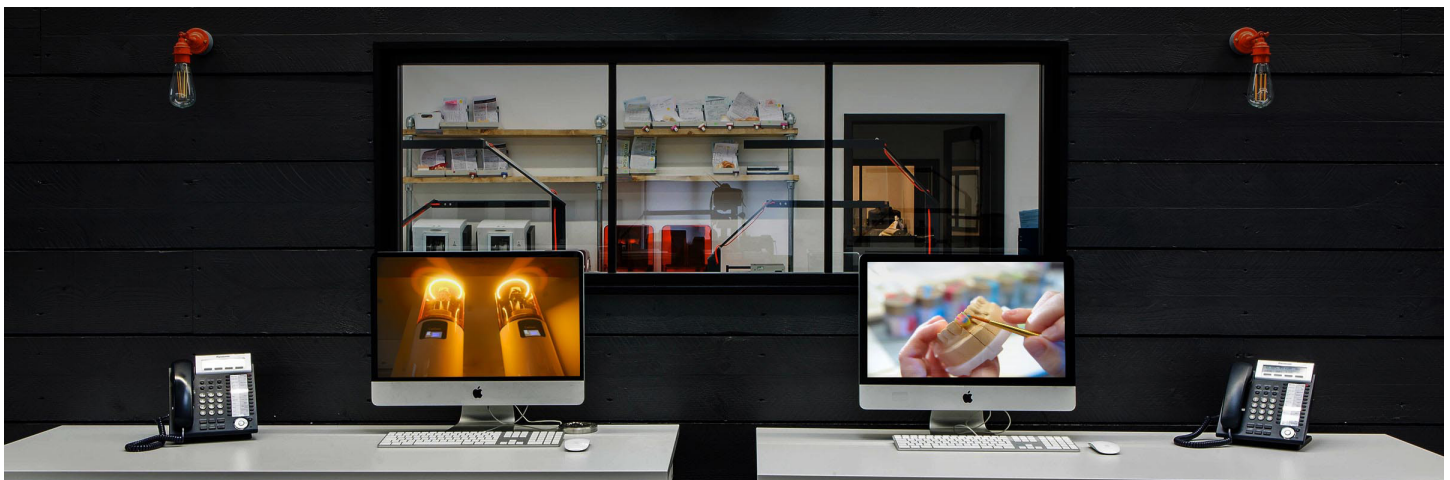
The prints are accurate. Fact. In 294 prints we had two very early failures in the first two weeks. Both human error by us and Carbon talked us through how to avoid them. Carbon monitor my printer from sunny California, and if something looks amiss, they send an engineer before the machine starts mis-printing. This screams industry 4.0 all over and I'm addicted. As dental technology moves into high tech manufacturing, the shift in our business model suddenly points to the subscription offering from Carbon. When Marmaduke was installed Paul had a new little circuit board to install on Monty, "We improved it so I'm installing it, that's part of your subscription". Okay, this is making sense.

The last thing I want to say is the development of the printer software, materials and technology is like nothing I've seen before. This company is thinking outside the box with both its own materials and third party. Let's face it, when companies like Adidas, BMW and Google are backers of this technology, they are not going to do things by halves.

So if you want to come see the boys in action, drop me a bell. Monty and Marmaduke will welcome you with open arms. Well, doors actually. Lovely sliding doors that you open with a wave of your foot so you don't get finger prints on them. Nice touch Carbon. Having two may look like madness but trust me, I'm already getting Carbon M2 broody. Maybe the third will be a girl...

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