

Laboratory Partnership Program

Sales Materials and Laboratory Support

As an official Pala Digital Denture Laboratory Partner, you will be equipped with all the necessary tools to successfully build your Pala Digital Denture business. We will provide you with a variety of marketing and sales materials, which includes videos, a 3D viewer, and advertising.

In an effort to help ensure success, Heraeus Kulzer has put together a variety of Laboratory Partnership Packages to best fit your needs and laboratory growth plan. Based on the partnership program selected, our Program Team will work closely with your lab to develop your direct marketing needs.

Basic Partnership Package Includes:

- Personalized website and store for PDD transactions and case tracking
 - Availability to sell products online for additional revenue
 - 10% rebate on all impression material sold through store
- 5 PDD Starter Kits (each including 8 trays, 10 Pala tracers, 4 single arch attachments, lip rulers, jaw gauges)
- Impression Material (1 bulk package of Correct Flow, 1 bulk package of Heavy Tray)
- Access to our Customized Marketing Solution website
- Internal Training on the entire Pala Digital Solution and Impression Taking with our Key Account Manager and Territory Managers
- 3D Image Viewer to review cases prior to final delivery
- First Case Free

Investment: \$4,999*

Estimated Retail Value: Over \$8,500

- Annual licensing fee of \$4,999 after first year includes:
 - Personalized website and store for PDD transactions and case tracking
 - Availability to sell products online for additional revenue
 - 10% rebate on all impression material sold through webstore
 - 3D Image Viewer to review cases prior to final delivery

Disclaimer: Must be an existing Mondial teeth customer. If not, requires purchase of a 4 Drawer Mondial teeth cabinet and \$500 retail in acrylic through an authorized dealer.

*Money back guarantee on program. Licensing fee is included in first year Partnership Package at no additional cost.

Pala Digital Denture Laboratory Package Purchase Agreement

This Pala Digital Denture Laboratory Package Purchase Agreement (this "Agreement") is made on the date last signed below, by and between Heraeus Kulzer LLC, a Delaware limited liability company ("Heraeus Kulzer") and _____, a dental laboratory ("Laboratory", and collectively with Heraeus, the "Parties") that plans to participate in the sale of PALA Digital Dentures (the "Products"). WHEREAS Heraeus is the owner and producer of the Products; and WHEREAS Laboratory is in the business of prosthetic dentistry and the provision of dentures to licensed dentists ("Dentists") who utilize PALA products; NOW, THEREFORE, the Parties, for good and adequate consideration, and intending to be bound hereby, agree to pay the amount \$_____

Term; Pricing and Payment

A. Term.

This Agreement shall remain in force and effect until terminated by the Parties.

B. Pricing.

Laboratory shall pay Heraeus at the time of "shipment" of the Pala Laboratory Partnership Package. Heraeus will charge the Laboratory credit card on file.

Laboratory Name: _____

Name: _____

Title: _____

NAME: _____
For Heraeus Kulzer: