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Young Innovations launches Bridge2 as an OEM-focused business providing custom dental product manufacturing

April 7, 2015, Algonquin, Ill. – Young Innovations, a leader in the dental products industry, has unveiled its newest business that will serve Original Equipment Manufacturer customers worldwide in creating high-quality dental products. The new company, Bridge2, is positioned as a single-source partner, bringing all the specialized expertise and capabilities needed to create a broad range of restorative and preventative oral care products.

Bridge2 has immediate legitimacy in the marketplace by leveraging the collective strengths, resources and an expert team of people from two of Young Innovations' industry-leading companies: Microbrush and Young Dental. Both Young Dental and Microbrush have a long history of and reputation for innovating some of the dental industry's best-selling dental products.

Bridge2 is not a typical contract manufacturer. Bridge2 wants to partner with customers as an extension of their R&D department to help them bring unique and differentiating dental products to market. Offering a full suite of capabilities, Bridge2 will work collaboratively with OEM partners from start to finish, providing creative ideation, market research, product design, prototyping, manufacturing, packaging and logistics.

In addition to its custom capabilities, Bridge2 also offers semi-custom (private-label) and off-the-shelf product.

"We want to be the go-to partner for preventative oral healthcare and restorative dental products," said Dave Sproat, President and CEO of Young Innovations. "Our reputation for quality, the experience of our people and our full-service capabilities have enabled us to create a process that improves the product development experience and provides a better value for our partners."

Operating exclusively within its two world-class U.S. manufacturing facilities located in Earth City, Missouri, and Grafton, Wisconsin, Bridge2's processes are sanctioned by the world's top regulatory bureaus. Bridge2 manufactures and tests its products in accordance to applicable standards of the Food and Drug Administration (FDA) and the Environmental Protection Agency (EPA). Its facilities uphold stringent quality requirements to be certified ISO 13485 and ISO 9001.

"Our people are passionate about this industry," Sproat said. "We're excited that Bridge2 gives us the vehicle to lend our creativity, knowledge and talent to OEM partners around the world to help them make a difference not only in their business, but in the dental industry."

For more information about Bridge2, visit our website at Bridge2.dental or contact Bethany Glasenapp at +1.262.375.4011 or bglasenapp@bridge2.dental.