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**For immediate release:**

Pittsburgh, Penn. — Jesse & Frichtel Dental Labs, an implant specialist lab with over 150,000 successfully restored cases, relaunched its website, [www.jfdental-labs.com](http://www.jfdental-labs.com), marking a major advancement in the company's digital outreach efforts.

"We are thrilled about the new design," said president Mark Frichtel. "The platform will streamline the user experience and provide us tools to better serve our customers."

The site, developed by AMG Creative, now features a modern responsive visual interface, equally navigable on a tablet or phone as it is on a computer. The front page includes prominent and communicable iconography to quickly direct doctors to the section they wish to access.

In the "Send a Case" section, users will now experience an effortless linear process, guiding doctors through a few easy steps to determine the nearest Jesse & Frichtel location, obtain the correct Rx form, and arrange a UPS pickup from a prompt directly embedded in the website.

Unique to Jesse & Frichtel's new site is the "Guided Surgery Options" section. Doctors can now determine the proper procedure for case submission through a series of simple infographics. Users in this area can now also interface directly with Jesse & Frichtel technicians to collaborate on individual cases and deduce optimum positioning, angulation, and depth, guaranteeing the most predictable and cost-effective case planning possible for labs and oral surgeons.

"We believe we are not only producing the best genuine custom abutments in the business, but are now providing the most comprehensive tools on the web for collaborative case planning," said Frichtel. "This feature will be an invaluable online resource for doctors."

Also operating from a second location in Indiana, Jesse & Frichtel has made considerable investments in technology, enabling the lab to design genuine patient-specific abutments in-house and engage implant manufacturers directly to mill the abutment to ensure perfect fit, 510k compliance, and guaranteed full warranty coverage. The lab also provides expert service for full-contour zirconia crowns and flexible partial dentures, as well as complex collaborative case planning necessary to produce overbar dentures and JFZ bridges.