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## 3Shape and GuardLab announce Equipment & Marketing Partnership

**Copenhagen, April 4, 2019** – 3Shape, the award-winning developer and manufacturer of 3D Scanners and CAD/CAM software solutions for the dental industry, announces today an Equipment and Marketing Partnership with GuardLab®, a NY-based sports technology brand that specializes in using 3D technology and 3D printing to create the most accurate fitting and protective mouthguards in the market.

As per the partnership, GuardLab will use 3Shape technology to digitally scan an athlete's teeth and 3Shape's CAM/CAD software to model its custom mouthguards for sports.

GuardLab has chosen to use the award-winning 3Shape TRIOS intraoral scanner for its documented accuracy, quick scanning speeds and ease of use for the scanning of athletes' mouths. A digital impression taken with 3Shape TRIOS is a faster and more comfortable experience for the patient/athlete as compared to conventional impression-taking with PVC material. TRIOS digital scans also speed up GuardLab's custom mouthguard production workflow and are more predictable to work with.

"Our partnership with 3Shape solidifies our commitment to use the best available technology in digital dentistry. Since our inception, GuardLab has been hosting mobile 3D scan events with teams, leagues and schools and delighting consumers with a revolutionary mouthguard fitting process with the help of 3Shape TRIOS" said CEO of GuardLab, Aidan Butler.

GuardLab's ARC™ (Alignment Repositioning Cushion) in their patented neuromuscular ARC-PRO guard — is designed to provide better muscle stability, enhanced oxygenation and lessen TMJ tension during competition and training. Favored by professional teams and athletes, including GuardLab's newest Hockey Ambassador, James Van Riemsdyk of the NHL Philadelphia Flyer's, this partnership will focus on supporting the increased demand for GuardLab's sports technology.

With a multi-level marketing approach to reach athletes and consumers, the partnership is also aimed at supporting dentists using 3Shape scanners and software. Dental professionals can exclusively join the GuardLab Dental Network and offer custom mouthguards to their patients by cloud-sending scans directly to GuardLab from 3Shape's Communicate software – included with their TRIOS scanner.

"We are very excited about our partnership with GuardLab, which gives an added utility to our entire network of dentists and helps to promote the 3Shape brand in the sports industry. With minimal training, dentists using 3Shape TRIOS can quickly add custom GuardLab products to their practice

offerings and attract new patients,” said VP of Global Business Development and Marketing, Lars Christian Lund, 3Shape.

To learn more about custom mouthguards by GuardLab or to join the GuardLab Dental Network, visit [www.guardlab.com](http://www.guardlab.com) or to learn about 3Shape TRIOS, visit [www.3shape.com](http://www.3shape.com)

## **About GuardLab**

GuardLab is a sports technology company changing the way you protect your teeth. We use 3D technology to create premium products that are accurate and comfortable, while being the most scientifically advanced. GuardLab has partners and clients across all major professional and collegiate sports leagues including the NFL, NBA, MLB, NHL and NCAA - including the multi-time Super Bowl Champion New England Patriots, the NCAA UNC Men’s Basketball, the Tennessee Titans, Philadelphia Eagles, Denver Nuggets, Toronto Argonauts, Toronto Blue Jays and many more. For additional information or to join our GuardLab Dentist Network, visit [GuardLab.com](http://GuardLab.com) and follow GuardLab on Facebook, Twitter and Instagram (@GuardLab).

## **About 3Shape**

3Shape is changing dentistry together with dental professionals across the world by developing innovations that provide superior dental care for patients. Our portfolio of 3D scanners and CAD/CAM software solutions includes the multiple award-winning 3Shape TRIOS intraoral scanner, the upcoming 3Shape X1 CBCT scanner, as well as market-leading scanning and design software solutions for both dental practices and labs.

Two graduate students founded 3Shape in Denmark’s capital in the year 2000. Today, 3Shape has over 1,500 employees serving customers in over 100 countries from an ever-growing number of 3Shape offices around the world. 3Shape’s products and innovations continue to challenge traditional methods, enabling dental professionals to treat more patients more effectively. [www.3shape.com](http://www.3shape.com)

