

## Case #1: The “ALL-BOND Company”

By Summer of 1993, Bisco Dental Products had fully launched their 4th Generation Universal Adhesive System, ALL-BOND 2. It was dual-cured, adhered to about everything a dentist could want and at \$150 per kit, it was flying off of our shelves as fast as we could bottle it, and changing restorative dentistry! Dealers and dentists around the free world couldn't wait to buy it or test or sing its praises.

By 1994, it was a multi-million dollar product for Bisco; a meteoric rise for a private company that until then had been more or less a “toll” or private label manufacturer.

The company had several other good products, but not many would buy them, because they did not know Bisco, they knew the “All-Bond Company”. Dentists would meander the convention hall looking for the “All-Bond Company”

### The Dilemma:

- In the US, Bisco had no dealer network, nor outside sales reps.
- Dentists are buying AB2 over the phone, based on the active group of clinicians recommending it, but ONLY that product, because of its unique chemistry and wide utility
- Dental product life cycles are short!
- This is PRE-internet, for all intents and purposes

### The Challenge:

How do we capitalize of the sudden fame and success of AB2, to raise awareness, credibility and SALES for the company's Cements, Core Build-up composites, Composite Surface Sealant, proprietary Etchant family, and others to come?

### The Opportunity:

- The owner and founder of Bisco was a Korean-born chemist.
- The “Secret Ingredient” in AB2 (BPDM) was his invention and patent, and distinguished AB2 from other adhesive from BIG competitors.
- The owner had built good relations with leading dentists and researchers on the speaking circuit.

### The Fix:

1. We initiated a full-color advertising campaign, a series of adverts in mainstream print media. Each ad featured an image and “quote” from the President/Owner/Chief Chemist, and every other month, a new message from “The Chemist”: *If you liked All-Bond 2, you're going to LOVE this product*, and bragging about some unusual chemical twist.
2. We created special versions of our quarterly Direct Mail (yep, “snail mail”) Promotions, re-branding the company: Bisco: The ALL-BOND Company, and a whole lot more!
3. I broadened the Trade Show budget to include a new booth for the big shows, designed to make Bisco appear a MUCH larger company that it was: NOT to be overshadowed by 3M, Kerr, Dentsply, etc.
4. We devised Cross-Merchandising Inserts, and because Bisco sold DIRECT to the end-user, these could be packed in with the ALL-BOND 2 purchase to explain the other available products....and the Dentist pays for the delivery!

### The Result:

When I joined the company as Dir.of Sales and Marketing (1993), AB2 was a precarious 90% of \$10M Domestic sales. In 1999, it was 60% of \$18M in domestic sales.

