

# MICROCOPY A TECHNOLOGICAL GAME CHANGER

*Spearheading the single-patient-use dental bur industry is one of Microcopy's greatest achievements, but its product innovation extends beyond dental burs to bring a diverse selection of solutions to dental practitioners*



California in the 1970s was a hot bed of experimentation, both in terms of art and technology. It was where Silicon Valley got its start and where father-and-son team Thom Maass Sr. and Thom Maass Jr. launched their first dental x-ray solutions business. Microcopy was born in the heyday of x-ray film processing with the goal of creating meaningful innovations that would guarantee safe and efficient processing and handling of radiography, while ultimately changing the way dentists captured, developed, and read x-rays.

Initially, the men wanted to lessen the time it took to develop x-ray film. At the time it could take up to 5 minutes or longer to develop a single image. With the introduction of their INSTA-NEG and INSTA-FIX tools, radiographs that used to take several minutes would now take just seconds between the time an image was captured and the time it could be read by the clinician. For dental practices, the time savings translated into much faster patient treatment, quicker patient turnover, and more reliable results in much less time.

The success of Microcopy's flagship products led to even newer and more improved solutions, such as Insta-Veloper, a portable darkroom designed for chairside x-ray processing, and Flaps cushioned bite tabs for digital x-rays. Touted as being softer than anything on the market

## DAMN GOOD BURS FOR DAMN GOOD DENTISTS

Whether you've been using disposable burs for a long time or recently made the switch, now is the perfect time to show patients that you're a Damn Good Dentist who puts safety first by using Damn Good Burs from Microcopy. "Now, more than ever, patients are watching us at every turn," noted Sancerie O'Rourke-Allen, DDS, MAGD, who evaluated NeoDiamonds for DPS in 2017 and has been using them ever since. Initially a skeptic of single-patient-use burs—Dr. O'Rourke-Allen assumed that disposable diamonds would be cheap or made with poor quality—she became a believer after prepping for 8 crowns using a single NeoDiamond bur. "I used one bur, and the power and the smoothness of the bur remained—even by the end of the job," she explained. "I like the fact that I am not sacrificing time and cutting power. I am still able to cut a prep in the same amount of time."



at the time, Flaps bite tabs are still being distributed today.

Before digitization, dental practices faced myriad issues related to film processing and handling, such as being able to mount film successfully. Microcopy's answer was TrollMounts, a film-mounting system that simplified the way film was handled. These early innovations that simplified dentistry became the driving force behind the company.

### A Pioneer in Single-Patient-Use Burs

As the company grew, Microcopy eventually moved from Newbury Park, CA, to Kennesaw, GA, in 1986. A year later, Thom Sr. retired and Thom Jr. took over as CEO. Martha Maass, Thom Jr.'s wife, also stepped into the role of vice president.

This new era in leadership coincided with a renewed focus on product development. As always, Microcopy stayed apprised of what dental practices most wanted when it came to practical solutions. The family-owned company also faced new health realities in the mid-to-late 1980s when HIV/AIDS changed the dental landscape, ultimately impacting the way dentists treat patients. Breakthrough research led to the medical community taking vital steps to protect both clinicians and patients from life-threatening infections.

Doing its part to eliminate cross-contamination between patients, Microcopy pioneered the concept of single-patient-use dental burs in 1989 with the release of its long-term flagship product, NeoDiamond, originally called NovaDiamond. Dentists would no longer need to worry about poor cutting performance from a used, worn-out bur, and cross-contamination concerns were eliminated. Microcopy's single-patient-use burs were the first in the dental industry and offered a quality yet economical option for dental practices. NeoDiamond has been Microcopy's bestselling



## Q&A WITH CEO PAUL TUCKER

*Paul Tucker has been Microcopy's CEO since 2017. We asked him to share some insights about the company and its future.*

**Q:** What has been your company's greatest achievement?

**A:** Spearheading and essentially creating the single-patient-use (SPU) dental bur industry is the one achievement of which the Microcopy family is most proud. Back in 1989, when NeoDiamond was first marketed and sold, the SPU industry was in its infancy, and the market consisted mostly of expensive, multiuse burs and dental instruments. Through the ingenuity of Thom Maass Sr., the founder of Microcopy, the SPU industry was born. That ingenuity continues today with a staff of marketing, sales, R&D, and other subject-matter specialists in their fields, who continue to build upon Thom's vision of safe and simple SPU innovations for dentistry. We're strong, smart, and focused on providing the best tools for the best practitioners through our product development process, bringing innovative ideas to the forefront. To top it all off, we just make "Damn Good Burs."

**Q:** Why do dental professionals know that they can rely on Microcopy?

**A:** The quality of all our products is paramount and is something that all customers—new and existing—can count on from Microcopy. For over 30 years, we've been researching needs in the dental market and bringing solutions to fill those needs through a series of gates in which we validate the concept, rapidly prototype, design, and test new product opportunities. We provide full quality assurance testing through the entire process. Whether a diamond or carbide bur, one of our absorbency products, or our articulation tools, dental practitioners can be assured that they're getting the best quality products on the market today from the SPU market leader and pioneer.

**Q:** What is your company's vision/strategy for the year ahead?

**A:** COVID-19 brought SPU products into the limelight in that they provide assurances that cross-contamination in the dental practice is virtually nonexistent. Microcopy's vision as we maneuver through the end of this pandemic is to continue to espouse the benefits of SPU to all practitioners in the global dental market and to fulfill our vision of providing "safe and simple innovations for dentistry."

# 2025 COMPANY SPOTLIGHT

product for almost 3 decades.

Realizing a need for a premium carbide bur, Microcopy introduced its second flagship product in 2004. NeoBurr quickly became known as a high-quality line of tungsten carbide burs, establishing itself as an award-winning leader in carbides. In 2010, NeoBurr became the first-ever presterilized carbide bur, setting yet another industry standard. In 2016, NeoBurr would be reinvented with a blended-neck design that significantly reduced breakage. Throughout the years, NeoBurr has proved to be an innovation that is the embodiment of an ideal Microcopy product.

## Expanding Product Lines

In 2003, Microcopy hired another key employee, Thom Jr.'s nephew,

Perry Parke, as general manager, who later took over as president of the company when the original founders retired. Parke brought with him years of experience in automotive production and quality control, both of which helped pave the way for the company's next game-changing innovation, the NeoDrys saliva absorbent.

Made of super-absorbent material, NeoDrys was first introduced as an alternative to cotton rolls used during dental procedures. Touted as being more effective than cotton, NeoDrys offers up to 15 minutes of parotid gland control and cheek retraction, making it safe and incredibly comfortable for patients. It continues to be one of the most popular products in the Microcopy catalog to this day.

Microcopy also made its first foray into the composite polisher market

with the Gazelle and Minnow line-ups. Gazelle is a durable, single-patient-use nanocomposite polishing system that's specially designed to not crumble, while Minnow includes small-sized cups and points that are just the right size to access areas that larger polishers can't reach.

## Innovations for Safe & Simple Dentistry

The vision and imagination that drove each of the company's pivotal innovations led Microcopy to adopt an official mission statement: "Exceptional innovations for safe and simple dentistry."

Today, Microcopy is led by Paul Tucker, who was appointed CEO in 2017. He worked for many years in the dental imaging division of Eastman Kodak and Suni Medical Imaging, and has experience in both business development and leadership. "For nearly 50 years Microcopy has been developing innovative products for the dental industry," Tucker said. "I hope to lead the team on to continuing that legacy."

## NEODIAMOND

Born in 1989, the NeoDiamond line has become the leading single-patient-use (SPU) diamond bur in the dental industry, according to Microcopy. With 20% more diamond exposure, advanced Triton bonding technology, and Swiss-made XactFit shanks, these diamonds combine superior hardness and longevity with excellent cutting performance. Like all Microcopy SPU products, NeoDiamond burs are presterilized, individually wrapped in clear poly



packaging, and discarded after each patient to eliminate any chance of cross-contamination. With several variations for specific procedures, NeoDiamond burs are ideal for dentists who want to get the job done quickly, accurately, and safely.

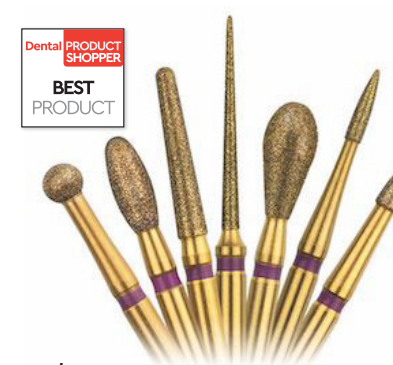
The NeoDiamond options seem endless, with burs for cutting, adjusting, finishing, endo access, zirconia, and just about any situation in which a diamond is needed. Within each category, there are several choices of shapes, sizes, and grits, which range from very fine to coarse, depending on the selection.

NeoDiamond has been Dr. Scott Schaffer's top choice in diamond burs for over 20 years. He says the single-patient-use diamonds promote infection control and the burs have a reputation for retaining their sharpness. "I believe NeoDiamond burs are just as strong as multi-patient-use burs. They stay sharp during all my procedures and are offered at a good price," Dr. Schaffer said.

Also weighing in on their cutting performance, Dr. Shalom Mehler said NeoDiamond burs "retain their cutting edge throughout any restorative procedure, and I almost never have to replace a diamond mid-treatment." Dr. Mehler proudly informs patients of

the safety measures his practice has in place.

"Patients want to know that their safety is uppermost in our minds," said Dr. Mehler. "Using single-use burs allows for increased trust from patient to doctor, especially during the pandemic."



## Z-Class

The Z-Class line of NeoDiamond burs includes 7 adjusters and cutters that are specifically designed to cut zirconia with minimal fracturing of the crown surface while maintaining a consistent cutting depth to ensure a smooth finished surface. Explaining that "regular diamond burs do not work well on zirconia," Dr. Gary Dong told *DPS* that the NeoDiamond Z-Class burs "reduced high spots on zirconia crowns without burn marks or the need to worry about fracturing the crown." He added, "It made adjustments easier and polished better than other products I have used."

## NEOBURR

A high-quality line of tungsten carbide burs with a virtually unbreakable, 1-piece, blended-neck design, NeoBurr provides dentists with a fast, smooth, chatter-free performance. The presterilized SPU

# GO BIG OR GO HOME WITH GENERATION X-CLASS

Perfectionist. Hustler. Genius. Prodigy. No matter how you slice it,

no one likes an over-achiever who takes joy in putting others to shame. But when it comes to burs, most dentists would agree that there's no shame in a job well done. Plus, it would be hard to hate an overachiever like NeoDiamond X-Class, a new line of 10 extra-coarse diamond burs designed for rapid and bulk reduction of tooth structure and restorative materials.

## Extra-Coarse Diamonds

Ideal for crown and bridge prep and removal, as well as gross tooth material removal, these overachieving 213-μ diamonds are bonded to a cut-to-grit shank and marked with 2 black bands that easily differentiate them from their coarse-grit counterparts. The shapes included in the X-Class lineup comprise Microcopy's most popular NeoDiamonds—egg, wheel, football, pear, modified flat end taper, occlusal reduction, flat end taper, round end cylinder, and round end taper.



## GO #SPU4U

As a market leader of single-patient-use burs, Microcopy firmly believes that one way dentists can reduce their patients' fears about cleanliness and safety is by using a fresh bur for every procedure. To ease patient anxiety and prove that dental practices have the patients' best interests in mind, Microcopy started a campaign called #SPU4U to educate patients that a dental practice is using single-patient-use products for them. Show patients the sterile packaging and open the bur in front of them. This simple action not only shows you're using sterile products, but it also demonstrates you care about your patients, their health, and their

**SINGLE-PATIENT-USE (SPU) VS MULTI-USE**

- Reduce Overhead Cost**  
SPU: Inexpensive  
MU: Expensive  
SPU requires no cleaning, sterilizing, and sorting, which costs time and money.
- Infection Control**  
SPU: Safe  
MU: Risky  
SPU eliminates the risk of cross-contamination.
- Fast Cut**  
SPU: Clean Cut  
MU: Chipped Cut  
A fresh bur is always faster than a dull bur.
- Trauma Free**  
SPU: Less Heat  
MU: More Heat  
Using a fresh, sharp bur each time helps prevent overheating the tooth.
- Less Hand Piece Wear**  
SPU: Less Time, Less Pressure  
MU: More Time, More Pressure  
Clogged diamonds require more pressure and time to cut. Fresh diamonds avoid this and prolong the life of hand pieces.

safety. It might be a small gesture, but it will make a big impact. Go to [Facebook.com/MicrocopyDental](https://www.facebook.com/MicrocopyDental) to join the #SPU4U movement.



carbides eliminate the hassle of cleaning, disinfecting, and organizing burs, and using a fresh bur every



time ensures they will be sharp for an efficient cutting experience.

"I think the quality that goes into Microcopy products is the biggest advantage of using NeoBurr carbides," shared Dr. John Horn. With Microcopy, "you know that the product you are purchasing will be reliable and come in multiple shapes and lengths to match various procedures and clinician preferences," he added. "I like to use NeoBurr especially for the removal

of failing alloy restorations. The burs cut quickly and efficiently for single-patient use." Dr. Horn also pointed out that "every time you use NeoBurr you are getting a great bur that will be sharp enough to last the whole procedure."

Suitable for many different procedures, NeoBurs are grouped into 8 categories—operative, surgical length, metal cutters, trimming and finishing, crown prep, blade finishing, surgical, and oral surgery. There are



"They are highly absorbent, thin, easy to place, and easy to remove."

—Dr. William Lieberman

6 shank types—friction grip (FG), right angle latch type (RA), short shank (SS), friction grip surgical length, right angle surgical length, and straight handpiece (HP), and shank lengths range from 16.5 to 44.5 mm. With many sizes, shapes, and grits from which to choose, NeoBurr has a solution for any dentist in need of a reliable carbide bur.

glaze is an instant game changer" and explained how NeoShine improved the overall efficiency of his dental practice. "By reducing polishing time, we shave precious minutes from each zirconia restorative appointment, which makes our chair time more efficient and saves the practice money in the long run."

## NEODRYS

These saliva absorbents feature medical-grade poly-netting that adheres gently to tissue with acrylate polymer, trapping moisture as a gel when in contact with saliva. The comfort-edge technology creates a soft, flexible edge with no sharp corners, and the protective backing and patented design help retract the cheek. The pads are designed to absorb saliva and provide enough room for clinicians to work while protecting the patient's cheek from injury during dental procedures.

As a pediatric dentist who knows it's difficult to contain saliva, especially with young children who are often uncooperative, Dr. William Lieberman has relied on NeoDrys saliva absorbers for over 20

years. "They're highly absorbent, thin, easy to place, and easy to remove," he said. "The various sizes are a huge bonus because we frequently need to use the smallest ones on our very young patients. They are always successful at retracting the cheek and containing the saliva."

## FLAPS

Flaps are self-sticking foam bite tabs that are easy to position and attach quickly to an x-ray film or sensor. The cushioned tab holds film or sensor securely, allowing for full occlusion with visual reference for accurate placement and alignment. The tab's soft design helps provide comfort for the patient while reducing gagging. Flaps come in 2 types—original for sizes 0, 1, and 2 x-rays and long for sizes 0, 1, and 2 sensors.

Twyla Rader, LDH, discovered that patients like the "cushiony feel" of Flaps and said they are "easy to adhere to the sensor." Explaining that Flaps are "better than paper bitewing tabs—softer and easier for the patient," hygienist Amy Corder said the bite tabs "stick well" and are "soft and flexible." In fact, she said she no longer needs an x-ray holder.

## Ending the Great Debate

For those who may still be on the fence when it comes to the great debate over multiuse vs single-use burs, Microcopy aims to end the debate once and for all by ensuring that every bur in its NeoDiamond product line—regardless of its shape, size, or grit—offers the best of both worlds: multiuse quality in a single-use package.

## FOR MORE INFORMATION:

800.235.1863  
www.microcopydental.com

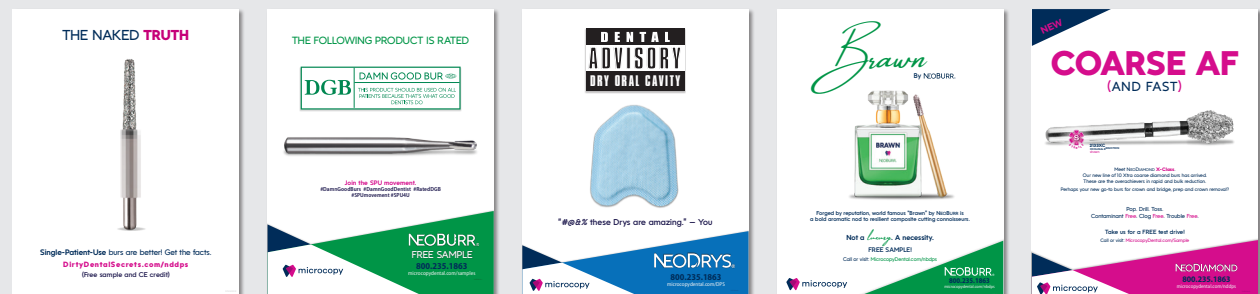
## PICK YOUR FAVORITE!

Dentistry is innovative, exciting, and filled with the latest cutting-edge equipment and materials. Sometimes. But then there's the tried-and-true, everyday go-to's, destined to be forever known as practice staples. While undoubtedly essential to every workflow, they're probably not grabbing all the latest headlines. Take, for example, burs and polishers. No practice can open its doors in the morning without them, but are they garnering the same level of excitement as the newest CBCT? Probably not.

So, what to do? If you're Microcopy, the leader in single-patient-use burs worldwide, you look for innovative ways to grab those headlines. And you do it by looking at things from another angle. You step out of the box.

### Burs, Brawn, and the Naked Truth... Oh My!

Especially in today's competitive dental marketplace, breaking through the "chatter" is a skill and an art, and one that Microcopy has wholeheartedly embraced over the last few years. The result? A collection of whimsical, entertaining, and highly memorable ads designed to cause readers to stop, look—and then look a little bit further into the world of single-patient-use burs. From a muscle-clad baby mastering the 1-handed push-up to a luxury perfume for composite-cutting connoisseurs—a campaign so realistic some have questioned if there really was a perfume available—the ads most certainly have achieved their purpose of drawing attention to the company's NeoDiamond and NeoBurr product families. Which one is your favorite?



## NEOSHINE

These sterile, single-use disc polishers are a simple 2-step system of mini cups and points that achieve a smooth, mirror-like shine on almost any surface, including composite, porcelain, and zirconia.

"The 2-step sterile delivery system is clearly labeled, and the packages are easily opened with a simple tear," noted Dr. John Horn, adding that the polishers consistently produced a smooth shine free of any striations from adjustment.

Dr. Joshua Howard, who has been looking for a product like NeoShine for years, shared, "NeoShine was able to provide a mirror-like gloss to the zirconia surface in about 2 minutes and using only 2 polishers. Amazing!" He added, "The ability to get a mirror-like polish on a milled zirconia restoration without

