



01. Company Introduction

A BRIGHTER
STANDARD
IN DENTAL
TECHNOLOGY

LURI ON™



Conceptual product imagery.



Madison, Wisconsin, USA



02. Who We Are

BUILDING A DIFFERENT KIND OF DENTAL TECHNOLOGY



LURION is a U.S.-based dental technology company bringing thoughtfully selected, high-quality technologies to the American market through an exceptional customer experience.

Based in Madison, Wisconsin, LURION combines real-world dental operating experience with a long-term commitment to quality, clinical usability, training, service, and support.

**We Believe Dental Professionals
Should Not Have To Choose
Between Excellent Technology,
Fair Value, And Exceptional Service.**



Better Technology

Carefully selected products meeting meaningful standards for quality, reliability, usability, and clinical value.

Better Ownership Experience

Responsive support, effective training, straightforward warranty processes, and continued engagement long after the sale.

Long-Term Partnerships

Manufacturer and customer relationships built on trust, transparency, shared standards, and sustainable growth.





03. Our Foundation



BUILT FROM REAL DENTAL EXPERIENCE

LURION is a new company built on an established foundation of dental operations, entrepreneurship, and business growth.

Founder Dr. Daniel Tataje also founded and leads Mercy Dental Group, a multi-location dental organization based in Wisconsin.

10⁺
**Years Building a
Multi-Location
Dental Organization**

14
**Dental
Locations**

18
**Practice
Acquisitions**

\$25^M
**Annual
Revenue**

This platform gives **LURION** direct access to real clinical environments, dentists, teams, workflows, purchasing decisions, and extended product evaluation.

Selected technologies can undergo structured, real-world clinical and operational evaluation across multiple practice environments before broader U.S. commercialization.

LURION™



04 . Founder & Leadership

FOUNDER-LED. LONG-TERM FOCUSED

Dr. Daniel Tataje

Founder & CEO

Dr. Daniel Tataje is a dental entrepreneur and founder and CEO of Mercy Dental Group.

Over the past eleven years, he has led 18 practice acquisitions and built Mercy into a 14-location dental organization generating approximately \$25 million in annual revenue.

His experience spans acquisitions, financing, multi-location operations, technology evaluation, clinical adoption, customer experience, and scalable team development.

He founded **LURION** to apply that experience to building a premium U.S. dental technology company centered on carefully selected products, exceptional customer experience, and long-term manufacturer partnerships.



2021 Inc. 5000



2026 EY
Entrepreneur Of The Year®
Midwest Finalist



"We are not building **LURION** around a single product or a short-term opportunity. We are building a company and a brand intended to earn the trust of dental professionals and manufacturing partners for decades."

Dr. Daniel Tataje

LURION™



05 . What We Are Building

BUILDING THE INFRASTRUCTURE BEHIND THE BRAND

Successful dental technology commercialization requires much more than a great product.

LURION is building the people, systems, partnerships, and infrastructure required to support the complete U.S. product lifecycle.

Regulatory, Quality & Compliance

Qualified regulatory, legal, quality, and compliance expertise supporting responsible U.S. commercialization.

Sales & Market Development

A dedicated commercial team focused on product education, demonstrations, account development, and long-term relationships.

Distribution & Fulfillment

Scalable inventory management, logistics, fulfillment, and distribution capabilities.

Training & Customer Experience

Structured onboarding, clinical education, product training, and ongoing support.

Technical Service & Warranty

Product-specific training, troubleshooting, repair and replacement protocols, warranty administration, and manufacturer escalation.





RESOURCED FOR A LONG-TERM BUILD

LURION is being established with committed founder capital and the resources necessary for responsible product commercialization and growth.

Our investment extends well beyond inventory. We are prepared to invest across the complete commercialization platform.

- **Product Commercialization**
- **Regulatory & Legal**
- **Initial Inventory**
- **Brand Development**
- **Marketing & Public Relations**
- **Sales Infrastructure**
- **Training & Education**
- **Technical Service**
- **Warranty & Customer Support**

BUILT WITH A MULTI-YEAR HORIZON



LURION is being built with a long-term investment perspective.

Our objective is not the fastest launch. We are prepared to invest the time, capital, and resources required to establish the right products, partnerships, infrastructure, and customer experience before scaling.

We intend to build an enduring U.S. dental technology company - not simply bring another product to market.



FOCUSED BY DESIGN

LURION is intentionally selective.

Rather than build the largest catalog, we are developing a focused portfolio of technologies we understand deeply, validate carefully, and can support exceptionally well.

OUR PRODUCT STANDARD

Every **LURION** product must earn its place through careful evaluation of:
Quality · Reliability · Clinical Usability · Performance · Serviceability · Regulatory Readiness · Long-Term Value.
A product carrying the LURION name must be one we are prepared to stand behind.

INITIAL AREAS OF FOCUS



Dental Imaging

Portable Dental X-Ray
Systems
Digital Intraoral Sensors



Digital Dentistry

Intraoral Scanning
Related Digital Workflow
Technologies





WE ARE LOOKING FOR PARTNERS, NOT SIMPLY SUPPLIERS

LURION seeks manufacturing partners who share our commitment to quality, transparency, continuous improvement, and long-term market development.

The strongest OEM relationships are built on shared standards, aligned interests, and mutual commitment to long-term success.

Quality

Products and manufacturing standards capable of supporting a premium U.S. dental technology brand.

Transparency

Open communication on manufacturing, components, quality systems, certifications, technical requirements, and product development.

Collaboration

Collaboration across branding, packaging, documentation, training, regulatory requirements, service, and commercialization.

Serviceability

Access to technical knowledge, training, parts, repair processes, and ongoing manufacturer support.

Long-Term Alignment

A shared interest in developing the U.S. market and expanding the relationship across products over time.



WHY LURION?

Established Dental Platform

Real clinical environments for structured evaluation and extended product validation.

Proven Business-Building Experience

A founder with a proven record of financing, acquiring, integrating, and growing dental businesses.

Committed Capital

Resources committed to building the company, commercializing selected technologies, and supporting market entry.

U.S. Market Perspective

Direct U.S. market insight supported by a commercialization platform spanning sales, training, service, regulatory support, and customer experience.

Focused Portfolio Strategy

Deep investment in selected products rather than simply expanding a catalog.

Long-Term Brand Commitment

A long-term commitment to building LURION into a respected U.S. dental technology brand.



09 . Closing

LET'S BUILD
SOMETHING
THAT LASTS



THE RIGHT TECHNOLOGY MATTERS.
THE RIGHT MARKET MATTERS.
**AND THE RIGHT PARTNERSHIP
CAN TRANSFORM BOTH.**

LURION is looking for exceptional manufacturers who see the U.S. market as more than a distribution opportunity - partners who want to build enduring market value together.

We welcome the opportunity to learn more about your company, your technology, and what we might build together.



Dr. Daniel Tataje

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OEM & Strategic Partnership Inquiries