



X3 Studios launches treswhitesupreme.ro for Divident

Timișoara, June 6th 2008 - X3 Studios launches the product website for Opalescence TrèsWhite Supreme www.treswhitesupreme.ro, a top product in dental cosmetics.

Opalescence Trèswhite Supreme is the world leader in teeth whitening products segment, being the most innovative and easy to use system on the market at the moment.

The presentation site developed for Opalescence Trèswhite Supreme was created for Divident, the company that brought this product on the Romanian market. A very important request that had to be handled was the affiliation of this website to the main company site (Ultradent), so that all the brand references and rules are respected.

The online communication platform has a very simple interface, the accent being set on information and ease of navigation. On the site, visitors can read about product characteristics, usage instructions, recommendations and warnings, and can order the products online.

Dana Dobrescu, Sales Director at Divident: "Working with X3 Studios was very valuable for our project. We are very pleased with the promptitude and efforts of the team to create a site that is professional looking, very usable and in our given timeframe. I can also say that they meet all our requirements within the given budget, and we want to thank them once again for this great collaboration".

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About Divident: Opalescence Trèswhite Supreme is brought in Romania by Divident, a company founded in 2005, as unique representative of Ultradent Products Inc. from the United States. The company is an exclusive distributor for Ultradent products, the entire activity being focused on satisfying customer needs and promoting the Ultradent brand on the Romanian stomatology market. For more details visit www.divident.ro.

About X3 Studios: X3 Studios (www.x3studios.com) is a design studio, founded in 2001 in Timișoara, Romania. Among the services that X3 Studios can provide are the following: branding, print design, advertising design and interactive design. The X3 Studios portfolio includes over 400 projects created for international clients and over 100 projects created for national clients. Some of the awards the company received are: Rebrand 100 Awards, Eulda, LogoLounge, and Internetics.