George Taub Products and Fusion Co. Inc., has rebranded to TAUB Products with a new corporate logo and fresh concept marketing for individual dental products. Jordan Taub, a third-generation family member who started working for the company in 2004 after six years as an art director and freelance designer, decided it was necessary to re-create the company brand with a sleek and highly recognizable mark.

“I love my grandfather, but George Taub Products and Fusion Co. Inc., was just too long a name,” Taub said. “TAUB needed a look that stood out from the crowd. As an established company, I wanted to create a mark that was unique, new and fresh yet easy to remember and captured aspects of previous logos, so as to be familiar for customers.”

**The launch of FUSION-Zr Esthetic Resin Cements**

As the official launch at the 2014 Chicago Dental Society approached, TAUB Products was busy developing creative and cutting-edge design elements for its new state-of-the-art self-adhesive resin cements. FUSION-Zr Cements, available in light cure or dual cure, are for the permanent cementation of all-ceramic restorations, zirconia, CAD/CAM materials, veneers, crown and bridge, inlays/onlays, PFM, posts/fiber posts and natural tooth structure.

TAUB named the cements FUSION-Zr to give tribute to “Fusion” in the company name and the first of its kind blockbuster product, Fusion – Silane Primer. TAUB added “Zr” to the name because the cements adhere very nicely to zirconia.

“We felt that using the FUSION-Zr name was a great way to reuse and add a new product line to a prestigious mark in the dental industry,” Taub said.

“We designed the logo icon in the form of a star that represented the definition of FUSION and paired the whole logo with an incredible red glowing image of the ic1396b Elephant Nebula, photographed by astrophysicist Dr. Nick Wright for IPHAS .org. Since nebulas of this nature are where ‘fusion’ stars are born, using all these graphic elements together was a natural choice for this product.”

Below is the new FUSION-Zr. The logo is visible on the box. (Photo/Provided by TAUB Products)