



# Dental Health Products, Inc.

## So Much More Than Meets The Eye

To many, it may seem like a novelty start to an unexpected story. Two brothers selling dental gloves from the basement of a ranch-style house in the middle of the farmlands of Northeast Wisconsin, end up running one of the most successful dental distributors in the United States. And that's not where the story ends.

Like many businesses, Dental Health Products, Inc. was created to fill a need. In 1988 OSHA mandated that all dentists must wear latex gloves. Demand for latex gloves increased and dentists found themselves running out of gloves. Dale Roberts, President and CEO of DHPI, seized the opportunity and opened a glove distribution business in the basement of his home, using the garage as warehousing and storage. In December 1990, Dental Health Products was incorporated and sales reached a whopping \$500,000 the first year. The following year sales topped over 1 million dollars as Dale and his brother Jim filled orders and ran the business working atop card tables in Dale's basement. A third brother, Roy Roberts, would join the team in 1996 as distribution and warehouse manager, coinciding with the decision to become a full-line dental supplier and boosting item counts from 200 to 20,000.

Fast forward several years to 2009 and a lot has changed. On top of providing dental practices across the US with top quality dental supplies, DHPI has a full-service equipment division, hand-piece repair services, office design and installation, marketing services, practice management and inventory control products, and personalized account management. With the almost

constant growth of the company, there has been employees added, new branches opened, and several additions to the corporate headquarters and warehouse facilities. DHPI's proprietary brand Health-Tec® is scheduled to expand its line to over 100 products within the next year.

It's been a number of years now that Dental Health Products, Inc. has found itself amongst the ranks of top dental distributors across the country. In July of 2009,



*Jim Roberts, COO, and Dale Roberts, President/CEO, DHPI.*

### DHPI 2009

- 186 employees
- 6 Branch Locations
  - California
  - Illinois
  - Michigan
  - Nebraska
  - Ohio
  - Wisconsin
- 2 Distribution Warehouses
  - Nevada
  - Wisconsin

DHPI held its first National Sales Meeting with almost all of the 186 employees in attendance, from New York to California. It was four days of non-stop training, seminars, team-building exercises and fun. There were more than 20 vendor booths and product demonstrations along with presentations from the industry's top experts. The plan is to make this an annual event for DHPI.

So, what's on the horizon for Dental Health Products? Steve Desautel, Vice President of Sales and Marketing, says, "This company has a proven track record of adaptability. A willingness to change and grow in order to meet the needs of our customers, while maintaining the standards and values the company was built upon. It's a course we will continue...and we won't rest."



The DHPI Team assembles in front of the New Franken, WI corporate offices for a group shot before the 2009 National Sales Meeting Bar-b-que.