



Dental Health Products, Inc.

1-800-626-2163 • www.dhpionline.com

DHPI means dental supply and equipment!

*****FOR IMMEDIATE RELEASE*****

CONTACT:
Kathy Seablom
Marketing Department
Dental Health Products, Inc.
800-626-2163 ext. 1372
kseablom@dmpi.net

NEW FRANKEN, WI— July 28, 2011. Dental Health Products, Inc. (DHPI) celebrated 20 years in business and kicked off its National Sales Meeting July 21-23 at the Radisson Hotel in Green Bay, WI. This year's theme, *20 Years of Taking Care of the Customer*, commemorates DHPI's 20th anniversary and reflects its ongoing commitment to serving its dental customers. Over 100 DHPI team members and two dozen vendors attended the event. While vendors showcased their products, DHPI sales reps participated in a series of vendor rotations learning about new products and services, the science behind them and how to present their benefits to customers.

Keynote speakers included a Q&A session with a panel of dentists moderated by the Dental Advisor, an in-depth training session on digital imaging by Dr. Bruno Azevedo DDS, MS, and team building exercises with well-known sales trainer and motivational speaker Brian Sullivan. The emphasis of the meeting was to understand and respond to customers' changing needs; to stay current on digital dentistry and technologies; and improve and acquire additional sales training to satisfy customer wants and needs. "DHPI celebrates 20 years of taking care of the customer and we could not think of a better way than having dentists and staff being part of our annual program," remarks Steve Desautel, Vice President Sales and Marketing.

Dental Health Products, Inc. is a full-service distributor of dental supplies and equipment with two distribution warehouse and six full service branch locations. DHPI is considered one of the top dental distributors in the U.S. It offers full-line equipment sales, installation and service, hand-piece and small equipment repair, office design, digital equipment and integrated practice management software, inventory control products, and personalized account management.



Dental Health Products, Inc. team members participate in their 2011 National Sales Meeting.