The Dental Directory Today

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In the UK today there are around 22,000 dentists working in more than 9,400 practices, just under 700 of which are owned by corporates. The Dental Directory is trusted to supply any one of 26,000 dental products to Britain’s front line dentists on a next-day, best-price basis whilst maintaining a 99% reliability record in deliveries.

Today, The Dental Directory employs 256 people full-time across its four UK sites, with its headquarters at its extensive premises in Witham, Essex. The vast Dental Directory team includes personnel in warehousing, distribution, IT, accounting, human resources and purchasing functions.

The Dental Directory prides itself on the customer care that has been a key part of the service since its inception.

All the organisation’s resources, service excellence, dedication, product knowledge, product range and financial reliability are devoted to just one aim: giving customers the best service at the best price.

Trust
The Dental Directory

During the month of January 2009, The Dental Directory delivered a total of 3,215,000 individual products to its customers - that’s close to 146,000 individual products a day, covering more than 2,300 deliveries to dental practices around the UK every single day of the week.

The organisation’s ultra-modern, high-tech,
100,000-square foot warehouse facility at Witham is the result of an investment of more than £5 million. The organisation is currently in the process of expanding its order-picking locations by a further 20,000 square feet, with an additional 20,000-square foot facility for bulk storage and dispatch coming on-stream in the next few months. These new facilities represent a further investment by The Dental Directory of more than £2 million.

A look inside
The Dental Directory’s warehousing facilities

The facilities at Witham are second to none and a true reflection of The Dental Directory’s commitment to the market. Orders taken are automatically transferred to the Warehouse Order Start Department for assembly and despatch. A special volumetrics program ensures that cartons are the perfect size for the contents. The highly sophisticated proprietary automated warehouse pick cycle process incorporates revolutionary digitised armbands to assist personnel. After a thorough packaging inspection, cartons are automatically sealed and labelled. Six Citylink staff are permanently on-site to maximise the efficiency of The Dental Directory / Citylink delivery interface.

The high standard of quality control that The Dental Directory maintains is ISO: 9000-2000 compliant and the company is a dedicated Investor in People. Committed to continual training and development of personnel, at a purely commercial level the Dental Directory is devoted to quality throughout the organisation. This is the focus of the company’s culture, its life-blood, and the reason for being in business.

The dedicated team of experienced buyers use bespoke purchasing management and supplier-profiling programs to ensure inventory levels are maintained to meet customer needs. The extensive inventory, compiled in partnership with leading suppliers, is based on supplier lead times, historical ‘sales out’ data and, above all, customer requirements.

Derek Nicholls, Operations Director at The Dental Directory says, “We constantly monitor our inventory and are able to modify it at short notice. Our approach to inventory, like everything we do, is based around the requirements of the dental professionals who rely on The Dental Directory for all the equipment and materials they need”.

The Dental Directory is an outstanding UK company and family business with its feet firmly grounded. The company continues to develop new, bespoke management systems and works closely with manufacturers and its own suppliers and haulers to ensure that next day despatch and delivery schedules are always maintained.

Dental supply remains a dynamic business sector that requires companies to respond quickly to technological and clinical advances and react to the increasing commercial pressures that have affected dental practices over the last decade (and are certain to continue).

For more information speak to your Dental Directory Representative or call 0800 585 586 or visit us online at dental-directory.co.uk