The Dental Directory Today

Dentistry, in the hands of its most outstanding practitioners, is an art. It requires innovation, vision and excellence. The Dental Directory sees its work as Britain’s leading dental dealer in precisely the same way.

The market leader with around 50% of the current consumables market, The Dental Directory has remained fully independent, wholly British, family owned and is the largest full-service dental dealer in the UK. Playing a vital role in the dental industry, The Dental Directory provides a broad product range, competitive pricing and quality of service unmatched by any other dental dealer in Britain.

Above all, The Dental Directory offers next-day service with an impressive 99% reliability record, and makes no extra charge for this.

Mike Volk, The Dental Directory’s sales and marketing director: ‘We at The Dental Directory have as our credo a vigorous determination to provide exactly what the dental profession needs: the best prices, the widest range of products, free next-day delivery, and no minimum order level.’

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 arm-bands 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 as committed today as it has always been to maintaining the ultimate standards of customer care whilst moving ahead with the advances in the industry. The company believes that its outstanding success is founded on its vision and respect for customers and their needs. The Dental Directory knows that its success depends on your success.

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