From concept to commission

The complete equipment solution from The Dental Directory.

The Dental Directory is a national, full service dental dealer, providing today’s dentists with everything from a paper cup to a full surgery refit, all at the most competitive price and with the best service possible.

So whether your equipment requirement concerns a small handpiece, a large equipment unit or a complete surgery refurbishment, The Dental Directory can help you. You may need your equipment repaired, serviced or a new alternative sourced, whatever the issue – no matter how large or small – the equipment team are here to assist you.

The equipment division forms a major part of The Dental Directory operation, spanning across the headquarters in Witham and two office facilities with showrooms in Perth and Liverpool. A national team of experienced engineers, equipment specialists, surgery design consultants and customer service members ensure every dentist receives the very best service from start to finish.

Mark Wheatstone, Technical Sales Director at The Dental Directory, comments, “When purchasing equipment, Dentists are making a considerable investment in the practice, and they need to know that the supplying company supports this commitment. We firmly believe that it’s about a long term partnership and in turn we invest in our people, products and services to ensure that we are always there when needed and with the right solution. We completely tailor our equipment service to the client and their needs, providing a professional product that’s on time and within budget”.

Quality Guaranteed
The Dental Directory works with the world’s leading equipment suppliers and, although all products meet today’s regulations and their own strict quality programmes, The Dental Directory still performs its own quality control checks. Every piece of equipment installed is tested and demonstrated by our own manufacturer-trained engineers to ensure correct performance.

Equipment new to the market is reviewed by a new product board and selected for supply based on suitability, functionality, reliability, quality and innovation.

Beginning to End
We support you through the complete buying process from guidance on design, equipment selection, supply and installation, right through to aftercare. The Dental Directory offers you complete piece-of-mind that you are making the right decisions for your practice.

Our national team of engineers provide an excellent aftercare service for repair and maintenance. Manufacturer accredited, our engineers are on hand so you can continue your work confidently, knowing that assistance is only ever a phone call away.

Bespoke Surgery Planning
Every Dentist has their own way of working and that’s why The Dental Directory offers a bespoke surgery planning and design service.

Your surgery created just the way you want it. Our design experts will visit your practice for a full, free of charge, consultation, where full measurements are taken and then a detailed specification produced. A schedule of work can then be agreed, planning works and contractors around your timetable to minimise disruption and surgery downtime. The Dental Directory provides the full turnkey solution to

The Dental Directory supplies bespoke dental cabinets from Modwood.

Oakmora Dental Centre, Braintree, Essex. A quality Surgery refit by The Dental Directory.
We understand it is not simply about the supply of equipment products. We have the expertise to help you through the whole process with informed advice on current regulations and guidelines, including the recent HTM 01-05 decontamination memorandum, and project management to develop a long-term partnership.

Digital Imaging

Our range of digital imaging products includes Panoramic, Cephalometric, and CT digital imaging systems. We supply products from Soredex, Dürr, Schick, Gendex and, more recently, Vatech (E-WOO), so ensuring that we can provide the most up-to-date digital diagnostic solution. The Dental Directory is able to provide expert advice in all areas; from single user, stand alone systems to fully networked solutions, from intra-oral cameras to 3D CT, and from direct sensor systems (wired or wireless) to phosphor plate technology.

Handpiece Express

Handpiece Express is the dedicated handpiece servicing and repair service from The Dental Directory. Suggested in the name, you can be assured of a fast turnaround repair of your handpieces and motors. We are so confident of this that if the work is not completed within 24 hours of your approval of the quotation then you will not be charged.* Not only is Handpiece Express fast, but the quality of work is exemplary. Only experienced, manufacturer-trained and accredited engineers will work on your equipment. Regularly servicing handpieces, motors, couplings and scalers will prolong the life of your equipment. Inevitably handpieces will always fail at the most inconvenient times, causing maximum disruption. Planned maintenance and scheduled servicing can prevent this. Servicing also ensures reduced running costs, smoother operation, and efficiency which leads ultimately to improved treatment standards and comfort for patients.

Manufacturer Support

All of this great service would be meaningless if we did not have the support of leading manufacturers. The Dental Directory has a range of products from the most renowned and respected manufacturers within Dentistry. These include Belmont, Anthos, KaVo, Stern Webber, Modwood, W&H, Satelec, Tridec, Schick, E-woo.

5 Reasons to choose, The Dental Directory

1. A dedicated team of in-house specialists. We have a team of specialists in digital imaging equipment and surgery refurbishment and design to explain what is available and which will suit your needs best.

2. The Widest possible choice. We offer a range of products from leading manufacturers ensuring you can find the right equipment for you.

3. Unbiased, impartial advice. As we are not tied to any particular manufacturer, we can give you completely impartial advice.

4. A complete service. We don’t just sell you a box and walk away. The Dental Directory will plan, deliver and install your new equipment with the minimum disruption to your surgery.

5. Attractive finance packages. In partnership with leading financial institutions, we can offer very competitive finance packages, including lease, lease purchase and payment holiday options.

*Terms and conditions apply.

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Why not visit us at Dental Showcase. Stands P12, P13 & Q19