Boyd: equipment made your way

Manufacturer prides itself on customizing every order

By Kristine Colker, Managing Editor

Boyd Industries, located in Clearwater, Fla., has been manufacturing high-quality, operatory equipment for orthodontists since 1957. Ortho Tribune sat down with National Sales Manager Ron Sharpe at the AAO in May to talk about the company, where it’s at today and where it’s headed in the future.

Boyd has been in the business for more than 50 years. What sets Boyd Industries apart from the other manufacturers?

Basically what we’re looking at is our manufacturing process and the way we take our products to our customers. We are vertically integrated, which gives us control throughout the entire manufacturing process. Thus, we are continually upgrading and improving all our products. We are also unique in the way we go to market; Boyd is the only direct equipment manufacturer that maintains a team of dedicated independent representatives. This allows Boyd to have an actual presence in the doctor’s office from the quote stage all the way to the first patient through the door. We actually become part of the doctor’s team as he goes through the entire process from concept to completion.

What do orthodontists need to know about your products/services? How can you help them?

The biggest thing is we’re as close to a single-source provider for all of their equipment needs as is available. We offer chairs, lights, gaming systems, doctors’ and assistants’ seating, custom cabinets for the treatment area and sterilization centers designed not only to meet the office needs but to integrate into the office as custom cabinets. Adding to this is our team of sales professionals in the office, and our manufacturers representatives who are in the doctors’ offices helping with the entire equipment design and acquisition process.

What are some of your most popular products or products that you’re most proud of?

The most popular products — because everything is going toward computers — are our computer-ready delivery units. Boyd offers a complete line of delivery units with computer storage. Our ETL electrical approval sets us apart from all of our competition by going the extra step to help insure the safety of the doctors’ equipment. In 2000, we delivered our 2000 series of treatment chairs that are extremely successful. Boyd also offers the doctor the ability to customize everything we make. No two orders are exactly alike. With several upholstery colors and hundreds of laminate choices, our customers have an unlimited opportunity to create their own workplace environment. The most entertaining product was introduced four years ago as E2 gaming. We’ve had a lot of fun with this product line. It provides entertainment for patients not only in the waiting room but also chair side.

Do you have any new products on the horizon?

Here at the AAO, we have introduced the S-1800 op-light. It’s the first LED exam light for orthodontics, it’s cool to the touch, has unlimited bulb life and offers a true white light. The other cool thing is the Sony PSP Bar, which is part of the E2 gaming systems. It’s also on the Web site.

Is there anything else you’d like for orthodontists to know about Boyd or its products?

We at Boyd look forward to working with the orthodontic community to continue to make it one of the strongest groups in the dental industry. We feel truly blessed to be associated with such a great group of doctors, manufacturers and distributors.

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