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# Dale Dental, Inc.

## Media Kit

(History/Backgrounder, Fact Sheet, Biography-David Lesh)

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## **Dale Dental: History & Background**

David Lesh founded Dale Dental, the country's first dental technology lab dedicated to working exclusively with other dental labs, in January 2000. The company's mission is simple: to serve as an outsourcing supercenter, offering dental labs access to the most state-of-the-art dental technology available and providing dental technology manufacturers fast-market access to these labs. Without serving dentists directly, Dale Dental's outsourcing supercenter gives dentists the opportunity to maintain their critical lab relationships without finding new labs for every new product.

Lesh, who is also President of Richardson, TX-based Dale Dental, identified the need to create a company solely dedicated to outsourcing, as a result of his extensive experience in the dental technology industry. While working in his family's dental lab, he made several attempts at outsourcing some of his work to other labs. "When I tried to outsource certain cases, I constantly found that my work was always on the other lab's backburner," Lesh recalls. "I would call to follow up on the status of my case and I couldn't get answers to my questions. The result was that we could not provide our customers with outstanding customer service because we couldn't meet their needs as quickly or efficiently as we wanted to."

Historically, outsourcing created many obstacles for dental labs, including loss of control and quality, and from a business perspective, outsourcing put dental labs in the position of the unnecessary middleman. Today, outsourcing with Dale Dental enables dental labs to foster and maintain existing customer relationships and grow their customer base. "By outsourcing to Dale Dental, labs have a terrific competitive edge," Lesh says. "They can leverage their lab resources to serve more customers. No labs need to turn good business away any longer."

As a result of Lesh's previous personal experience with outsourcing, he established Dale Dental on a fundamentally simple philosophy. "We only work with dental labs. Dale Dental does not work with dentists," Lesh emphasizes.

Dale Dental's focus is to create understructures for labs, or as Lesh likes to compare it to, "the canvas upon which the artwork is created. You don't buy a piece of art for the canvas, you buy it for the final product." "It's our belief that labs must keep control of as much as they can," Lesh adds. "And that includes the fit, the function and the esthetics. We believe these three elements are the lab's exclusive signature to their work and we understand that this is where dentists see value in working with specific labs."

Over the past few years, the concept of 'lab outsourcing' has quickly become one of the most cost-effective and efficient tools for dental labs, dentists and technology manufacturers alike. Years ago, a dental lab only needed to make a small investment, perhaps a few thousand dollars, to acquire the technology needed to manufacture understructures for their customer base of dentists. However, the technology keeps advancing with new products coming out on the market every year. Acquiring and maintaining the machinery alone is cost-prohibitive for most dental labs in the U.S, according to Lesh.

“We understand that dental labs might not have the financial resources or time to acquire and evaluate all of the leading technologies on the market,” Lesh says. “We also understand that manufacturers might not have an opportunity to reach those labs on their own. Therefore, Dale Dental is committed to exploring and buying the newest and best technology on the market.”

Dale Dental made history in July 2005 when it obtained ISO 9001:2008 certifications, making Dale the first U.S. outsourcing laboratory for coping and bridge frameworks to ever receive this level of process certification. The ISO (International Organizations for Standardization) standard is currently used in 152 countries and has become the international reference for the highest quality management requirements. With this level of process certification, customers and their dentists can have full confidence that the restorations they receive from Dale have been manufactured in strict accordance with the processes set by the material manufacturers and should perform to meet or exceed the manufacturers’ specifications for strength and reliability.

In May 2006, Dale Dental formed The Coping Club™, a sales superstore offering bulk, discounted quality copings and bridge frameworks to all members of the dental lab industry. “We are excited to be able to share such savings and opportunities with the industry” said Lesh. Coping Club members who take advantage of these bulk coping purchases will receive all the advantages and benefits that Dale Dental is known for.

Dale Dental currently serves dental labs in the U.S. and offers the latest in understructure manufacturing technology, including Captek, Cercon, Empress, Etkon, Evolution4D, Gramm Electroforming, InCeram, Laser Welding, PFM Copings, Procera, 3M ESPE Lava and WolCeram.

Dale Dental was founded by David Lesh in January 2000 and is based in Richardson, TX. It is the country’s first dental technology lab dedicated to working exclusively with other dental labs. The company’s mission is simple: to serve as an outsourcing supercenter, offering dental labs access to the most state-of-the-art dental technology available and providing dental technology manufacturers fast-market access to these labs. Without serving dentists directly, Dale Dental’s outsourcing supercenter gives dentists the opportunity to maintain their critical lab relationships without finding new labs for every new product. Additional information on Dale Dental may be found on the company’s website at [www.DaleDental.com](http://www.DaleDental.com).

## Dale Dental: Fact Sheet

### About Dale Dental

- Dale Dental is the country's first dental technology lab dedicated to working exclusively with other dental labs.
- The company's mission is simple: to serve as an outsourcing supercenter, offering dental labs access to the most state-of-the art dental technology available and providing dental technology manufacturers fast-market access to these labs.
- The company was founded by David Lesh in January 2000 and is based in Richardson, TX.
- Dale Dental's sole focus is in the manufacturing of copings and bridge frameworks.
- Dale Dental currently serves dental labs in the U.S., with customers in all 50 states.
- Dale Dental carries all of the premier dental manufacturing technologies available on the market, including Captek, Cercon, Empress, Etkon, Evolution4D, InCeram, Laser Welding, PFM Copings, Procera, 3M ESPE Lava, WolCeram and 24K Electroforming.
- Without serving dentists directly, Dale Dental's outsourcing supercenter gives dentists the opportunity to maintain their critical lab relationships without finding new labs for every new product.

### The Company's Business Philosophy

- Lesh compares understructures to art canvases, explaining, "You don't buy a piece of art for the canvas, you buy it for the final product. Consider Dale Dental to be in the canvas business. Consider the dental lab to be the artist."
- The company only provides services to dental labs. Dale Dental does not work with dentists.
- The company believes that labs must keep control of as much of their business as possible, particularly in the areas of fit, function and esthetics. Dale Dental considers these three elements to be the lab's exclusive signature.

### About the Dental Lab Industry

- The U.S. dental laboratory industry is extremely fragmented..
- There are approximately 12,000 dental labs across the country.
- Over 80% of the dental labs in the United States employ fewer than five people.
- According to Lesh, more than 60 percent of all labs in the U.S. have sales under \$200,000.
- Only three percent of all labs have revenues exceeding \$1 million.

### Where Dale Dental and Outsourcing Fits In

- The technology required to create a stronger, biocompatible and more esthetic looking understructure is rapidly changing. Because Dale Dental carries the leading dental technologies, dental labs benefit from:
  - Access, in a cost-efficient way, to the latest dental technologies.
  - The ability to provide outstanding service to their customers.
  - The reassurance that they can focus on their three most important elements: fit, function and esthetics – considered to be a lab's personal signature.
  - A better competitive edge by improving and increasing the resources they need to better serve their current customers.
  - The opportunity to leverage their human resources to serve more customers and to expand their customer base.
- The cost of dental lab technology has been on the rise over the past decade. In 1989, a state-of-the-art all-ceramic system such as InCeram cost approximately \$10,000. The latest technology now costs over \$200,000, further underscoring the need for outsourcing in dental technology.
- Manufacturers of dental lab technologies also benefit from working with Dale Dental. Because of the considerable expense involved in purchasing their equipment, Dale Dental serves as an effective resource for manufacturers who want to build brand awareness and have fast-market access to labs across the U.S.

### Biography - David Lesh, CDT



David Lesh, CDT is founder and President of Dale Dental, Inc., America's first dental lab exclusively for dental labs. David began his career in dental technology over 15 years ago working at his family-owned laboratory in both technical and managerial capacities. He worked as a Marketing Director for a large north east dental laboratory in addition to providing marketing consultation to other industries including internet technology and petroleum. He majored in business management and afterwards perused continued education in the areas of marketing and advertising. David opened Dale Dental, Inc. in January 2000 in Richardson, Texas. David has authored, contributed to, and been the subject of several articles and currently lectures on topics including dental outsourcing,

new industry technology and computer software. David served as the Secretary and President of the Dallas Dental Laboratory Association and is a member in good standing of the NADL. David is 36 and resides in Dallas, Texas with his wife Leora and daughters Elizabeth, Emily and Ella.

#### Contact Information:

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