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Dale Dental, Inc.

History & Backgrounder

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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 currently serves dental labs in the U.S. and offers the latest in understructure manufacturing technology, including Capttek, Cercon, Empress, Etkon, Evolution4D, InCeram, Laser Welding, PFM Copings, Procera, 3M ESPE Lava, WolCeram and 24K Electroforming.

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.

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