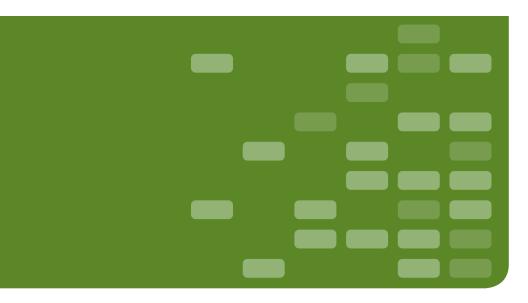


Kerr Authorized Dealer Brochure



Authorized Kerr Dealers in North America

Kerr has always prided itself as having a "limited distribution strategy". What does this mean? It means that we take our distribution business serious and make strategic decisions on the partners we chose to help sell our products throughout the United States and Canada. In addition, a limited number of dealers allow us to fully support at a field and corporate level.

Most of our dealers are considered "full service", with field sales representatives; however, many use the "telesales" model to sell to our customers. We ask that you continue to treat both with the same respect and attention when asked to represent a Kerr product in a customer's office. This can certainly be a challenge, especially if you are unfamiliar with the dealer and their strategy.

Attached is a current list of our authorized dealers in the U.S. and Canada with a brief description of each. Please take some time to familiarize yourself with each and do not hesitate to contact any of your Corporate Account Managers if you have questions on the dealer or the markets they serve.

Your Corporate Accounts Management TEAM

FOR INTERNAL USE ONLY

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Tri-State Dental Supplies

Henry Schein Canada

345 Townline Rd Niagara On The Lake, ON LOS IJO 800.668.5558 www.hsa.ca HENRY SCHEIN®

Henry Schein, a Fortune 500® company and a member of the NASDAQ 100® Index, is the largest provider of health care products and services to officebased practitioners. Recognized for its excellent customer service and highly competitive prices, the Company's four business groups - Dental, Medical, International and Technology - serve more than 600,000 customers worldwide, including dental practitioners and laboratories, physician practices and animal health clinics, as well as government and other institutions. Henry Schein operates through a centralized and automated distribution network, which provides customers in more than 200 countries with a comprehensive selection of more than 90,000 national and Henry Schein private-brand products in stock, as well as more than 100,000 additional products available as special-order items. Henry Schein also provides exclusive, innovative technology offerings for dental, medical and veterinary professionals, including valueadded practice management software and electronic health record solutions

K-Dental Inc.

5621 Finch Ave. E. Unit 1 Toronto M1B 2T9 800.455.3368 www.k-dental.ca

K-Dental is a fully authorized dental supply dealer and has been servicing the dental industry for over 3 decades from their 12,000 sq, ft. warehouse and office location in Toronto. Employing over 45 people, we strive to meet the needs of dental professionals across the province of Ontario. We are told by our clients that they feel comfortable dealing with a family owned business and that the ability to have local daily access to their supplies makes their business run smoother.

FOR INTERNAL USE ONLY



Patterson Dental Canada

1205 Henri Bourassa Blvd. W. Montreal, Quebec H3M 3E6 800.570.6356 www.pattersondental.ca



Patterson Dental is an industry innovator and fullservice distributor of over 90,000 dental products and equipment, technology solutions and services in the U.S. and Canada and serves as the largest business in the progressive, global Patterson Companies (Nasdaq: PDCO) family of businesses.

A technology leader, Patterson helps drive and support the innovation of manufacturer partners, bringing solutions to dental professionals that maximize efficiency and profitability. Patterson places the highest priority on taking care of the customer and provides differentiating products and services – including exclusive CEREC and Schick technology, Patterson Technology Center, Patterson Advantage[®] customer loyalty program and responsive local technical support – through 88 U.S. branch locations and more than 1,500 sales representatives and equipment specialists across North America.

Sinclair Dental

900 Harbourside Drive North Vancouver, BC V7P 3T8 800.663.7393 www.sinclairdental.com



A true success story.

Sinclair Dental prides itself on maintaining its warm family culture, and with significant contributions from its dedicated team of over 400 employees, has grown its sales to more than \$150 million in eight provinces and territories. The company looks forward with confidence to expanding its renowned sales, service and support from coast to coast while continuing to evolve to meet the increasingly technical requirements of dentistry today. Most importantly, Sinclair remains steadfastly committed to maintaining its close relationships and forging new partnerships in the dental profession.

AM-Touch Dental

28703 Industry Drive Valencia, CA 91355 800.350.4568 www.amtouch.com



AM-Touch Dental is a full service dental supplier headquartered in Valencia, California. With over 40 employees, we focus on high quality products and excellent customer service. Our entire sales team benefits from frequent and detailed product training and we use that knowledge to better serve dental offices. Our 20 inside sales representatives have built solid relationships with our clients heavily concentrated in the West and Midwestern United States. We have a unique philosophy and approach in everything we do. We believe our employees are our greatest asset, and we provide a workplace culture that educates, motivates and rewards success from the sales floor to the warehouse.

AM-Touch Dental has been awarded the United Dental Dealers (UDD) Diamond Elite Award two consecutive years (2008 & 2009), which signifies a sustained annual growth rate of over 30 percent for the last four years.

Our passion for perfection is the hallmark of our success.

Arnold Dental Supply Company

16531 13th Ave. West #A102 Lynnwood, WA 98037 800.562.6645 www.arnold-dental.com

ARNOLD DENTAL SUPPLY COMPANY

16531 13th Ave. W. Suite A102 Lynnwood, WA 98037 (425) 712-8786 - Toll Free (800) 562-6645

Arnold Dental Supply Company was founded in 1903. We are a full service dental supply company with two branches primarily serving Washington and Oregon. Arnold Dental has always been committed to providing excellent service at affordable prices to the dental community.



Atlanta Dental

1650 Satellite Boulevard Duluth, GA 30097 800-241-3743 www.atlantadental.com



Products • Service • Technology

Atlanta Dental is a totally employee owned, full service distributor. As a privately held company our business philosophy and guiding principles do not shift with pressure from Wall Street. Every stock holder of our company fulfills an active role in meeting the needs of our customers. And our focus has remained exclusively on the dental profession. Our customers continue to teach us that they desire a personalized approach to the support we bring to their practice and that cookiecutter solutions don't address the challenges of today's private practice dentist. From supplies and equipment, to software and technology solutions, Atlanta Dental offers the widest selection of product at extraordinary value along with uncompromised service and support. Our strongest asset is our people, and our strength and longevity revolve around our commitment to understanding the needs of each practice we serve. We are thankful for the loyalty of those relationships because they help us to remain, "Committed to the Advancement of Dentistry". For more information visit the Atlanta Dental Web site at www atlantadental com or call 800-218-5412.

Benco Dental

295 CenterPoint Boulevard Pittston, Pennsylvania 18640 800.GO.BENCO www.benco.com



Benco Dental, headquartered in Pittston, Pennsylvania, is the largest privately owned, full-service distributor of dental supplies. dental equipment, dental consulting & equipment services in the United States. Founded in 1930 by Benjamin Cohen, the company has remained family owned and focused on the unique mission of "delivering success smile after smile". During Benco Dental's 80-year history, the company has grown from a single storefront location in Wilkes-Barre, PA into the nation's fastest-growing dental distributor with 50 regional showroom locations and four distribution centers servicing over 30,000 dental professionals in 39 states and Washington D.C. In 2009. Benco Dental achieved another milestone in the company's long history by unveiling a new 272,000 square foot corporate headquarters, distribution center and equipment showroom in Pittston, Pennsylvania. The new facility, CenterPoint, will house the largest dental equipment showroom in North America, featuring 25 fully functional operatories, 14 operational digital X-rays including 2D and 3D units, three sterilization centers, design & lab concept suites and a summit training center for continuing education courses. The company has additional distribution centers in Ft. Wayne, IN, Jacksonville, FL, and Dallas, TX, over 340 professionally trained sales representatives as well as 265 factory-trained service technicians. Its core products and programs include: the BluChip® Buying Club, dentistry's original and most rewarding customer loyalty program; Painless 8 with Forecaster[™], an electronic ordering and product management software; Painless Web, e-Commerce and materials management system; Insite[™], dental office design & architectural services; BencoNET[™], digital imaging and "open architecture" operatory integration system solutions and Transitions Group[™], a practice development consulting service.

Burkhart Dental Supply

2502 S 78th St Tacoma, WA 98409 800.562.8176 www.burkhartdental.com



Burkhart Dental Supply provides equipment, technology, office design, equipment repair, supplies, business consulting and continuing education services across the Western United States, helping dentists realize their clinical and professional goals. We grow our sales with the sales efforts of our Account Managers, Equipment Specialists, Technology Specialists and Branch Managers through the relationships they cultivate and develop.

For over a century, the people of Burkhart have focused on helping dentists achieve personal and professional success. Today this is still our passion.

We are distinguished by our values, ethics and people. Key is a deep belief in win-win relationships.

"I ask everyone at Burkhart to focus on three things -- acting with the integrity that earns client trust; being a knowledgeable resource; and always working in the client's best interest. I believe that our fulfillment of these principles differentiates us. They aren't new ideas, and Burkhart's culture and identity have long been based on these principles. But adhering to them and really living up to them, regardless of the business climate we operate in at any given time, are a contain challenge with great rewards, " asserts Lori Burkhart, fifth generation Burkhart Dental Supply President.

Darby Dental Supply

300 Jericho Quadrangle Jericho, NY 11753 800.645.2310 www.darbydental.com



Darby Dental Supply is the largest all-telesales (no walk in reps) distributor of dental supplies in the United States. Throughout its 62-year history, Darby has continually evolved: expanding, evaluating and focusing to meet the needs of the dental professional. Since 1948, thousands of dentists nationwide have relied upon Darby Dental as one of the leading distributors of dental supplies. We pride ourselves on offering the same "one customer at a time" service upon which the company was built. Every Darby Dental Account Manager responds to each customer as if he were the only customer. It is this corporate philosophy that has helped build Darby Dental into one of the largest, most trusted dental distributors in the nation.

We maintain a better than 97% fulfillment rate, so there are virtually no backorders. If on the rare occasion there is something on backorder, we will suggest alternate in-stock products that match what our customers are looking for. This is important so they're never surprised by partial shipments. Our delivery times are equally excellent: Over 94% of all US dentists receive their orders within 1 to 2 days of placing them.

At Darby, we have strong and well-established relationships with dental product manufacturers. These relationships allow Darby Account Manager to coordinate product demos, lunch-and-learns, and other educational opportunities with the manufacturer's own field reps. That's how our all-telesales model provides the same kind of in-person opportunities you'd get with a walk-in rep.

Interested in co-traveling with a Darby sales rep? Darby was the first in the industry to successfully launch a virtual co-travel program. Our co-travel opportunities yield 50% better return on your invested time.

Dental City

P.O. Box 8267 Green Bay, WI 54308-8267 800-353-9595 www.dentalcity.com



Dental City DBA (ICP Inc.) was founded in 1993 by three individuals (John Mathys, Dave Withbroe, Roy Stumpf) under the name Infection Control Products. ICP was primarily an infection control products company when started. By 2006 Dental City had become a full line distributor (No Heavy Equipment) and our name was changed to Dental City with a complete brand alignment strategy. In 2008, Dental City implemented a complete ERP/Warehouse distribution system, basically automating all activities from our CRM thru distribution with RF and warehouse automation.

Dental City distributes to approximately 9000 dental professionals across the United States with 24 inside sales professionals. Dental City, is a customer service organization with a lean principle philosophy.

Dental Health Products, Inc.

2614 North Sugar Bush Road New Franken, WI 54229-0176 800.626.2163 www.dhpionline.com



Dental Health Products is a full-line, full service dental supplier. Based just outside of Green Bay, WI, DHPI has six full-service branches located throughout the U.S. with distribution facilities in New Franken, WI and Reno, NV.

Dental Health Product's Special Markets division currently holds the MMCAP contract as well as the GSA Government Contract and the Defense Agency's ECAT Contract.



Direct Dental Supply

1267 Spice Island Drive Sparks, NV 89431 Ph 800-648-5628 www.directdentalsupply.com



Direct Dental Supply has been serving the dental industry for more than 42 years. We pride ourselves on our high level of personal and professional service. We offer a huge selection of brand name products at competitive prices.

*A Division of Patterson Dental

Endoco, Inc./Ultimate Dental

2099 Hillshire Circle Memphis, TN 38133 800.388.7868 www.ultimatedental.com



Ultimate Dental is a full line Dental Supply company offering every type of dental expendable used in private practice. As Endoco, Inc., we built a well-known, impeccable reputation in the endodontic community. Now as Ultimate Dental we are not only the mostcompetitively priced, service-oriented "endodontic" supply company in the nation; we are now the best full line dental supply company, and MUCH, MUCH MORE!

We are located in Memphis, Tennessee but serve customers across the country. We have seven inside tele-sales reps who are friendly and well trained. We offer competitive prices. Our catalog and sale flyers mail to more than 60,000 general dentists and Endodontists. Our website is constantly being updated with new product information.

Ultimate is truly "Where Quality Meets Economy."

Freud Dental

5 Laurel Dr Unit 2 Flanders, NJ 07836 800.45.FREUD www.freuddental.com



Freud Dental is a national purveyor of high quality dental materials to clinicians. Freud Dental has a forty seven year history of providing equipment, supplies, cabinetry and service to the trade. Our corporate headquarters are located in Flanders NJ. We have satellite offices in New York, Georgia and Maryland. We have experienced consultants who call on offices as well as a telemarketing crew. Freud Dental is a boutique house with a personal touch. We are proud to be American Dental Cooperative members. Kerr is one of our marquee supply lines we are proud to carry.

Goetze Dental

3939 NE 33rd Rd Suite J Kansas City, MO 64117 800.692.0804 www.goetzedental.com



Goetze Dental is a 125-year-old, fifth generation, family owned and daily managed, full-service dental supply company located in the Midwest. Headquartered in Kansas City, Missouri with branch locations in Denver, Des Moines, Omaha, Springfield, St. Louis and Wichita, Goetze Dental is a full-service distributor of dental supplies and dental equipment. The company provides dental equipment service and repairs; and sells and services all types of dental technology. In addition Goetze Dental provides full dental office design and build capabilities. The company is built on the core values of integrity, customer service, innovation and education. The mission of Goetze Dental is to provide a variety of choices of quality products, education and service to the dental profession. The company aspires to be the model dental distributor in all markets, creating win-win relationships with all stakeholders within a highperformance environment. Servicing over 3,500 dental clients, Goetze Dental is the largest independent dental supplier located in the Midwest. Goetze Dental is a charter member of the American Dental Cooperative.

Henry Schein Dental

135 Duryea Road Melville, NY 11747 800.372.4346 www.henryschein.com HENRY SCHEIN®

Henry Schein, a Fortune 500® company and a member of the NASDAQ 100® Index, is the largest provider of health care products and services to office-based practitioners. Recognized for its excellent customer service and highly competitive prices, the Company's four business groups - Dental, Medical, International and Technology – serve more than 600,000 customers worldwide, including dental practitioners and laboratories, physician practices and animal health clinics, as well as government and other institutions. Henry Schein operates through a centralized and automated distribution network, which provides customers in more than 200 countries with a comprehensive selection of more than 90,000 national and Henry Schein private-brand products in stock, as well as more than 100,000 additional products available as special-order items. Henry Schein also provides exclusive, innovative technology offerings for dental, medical and veterinary professionals, including value-added practice management software and electronic health record solutions

Holt Dental Supply, Inc

N30 W22383 Green Road, Suite A Waukesha, WI 53186 (888) 458-7200 www.holtdentalsupply.com



Holt Dental Supply, Inc. was established in 1998 in Waukesha, Wisconsin by Paul Holt and Terry Fitzsimmons to be joined a year later by Don Derivan and Tom Piggot. Their combined knowledge of dental experience has lead Holt Dental to where it stands today. It is their vision to meet customer's needs, offer quick delivery, reduce costs and pass on savings to earn the loyalty of all of our customers, employees and vendor partners. They have shared their level of commitment and passion of the dental industry to all of Holt Dental's Representatives and Employees.

We are a full service dental distributor focused on customer centricity and satisfaction. We believe in developing highly educated Representatives and Customer Service staff to deliver solutions that create greater value to our customers. Each one of our customer accounts receives a Holt Team of Representatives that works intimately with their needs introducing innovative ideas that enhance the capabilities and effectiveness of their practices. Providing practices with a trusted relationship helping them achieve their objectives while providing exceptional value.

Iowa Dental

955 SE 28th St Grimes, IA 50111 800.362.2072 www.iowadentalsupply.com



Iowa Dental has been a family-owned and operated business for 75 years. Today, IDS continues to service predominantly the states of Iowa, Nebraska, South Dakota, Missouri and Illinois. From supplies and equipment, to software and technology solutions, Iowa Dental offers a complete selection of dental products at great value with incredible service and support. Our goal is to provide a total full service solution for our dentists and staff with our outside sales consultants and dental equipment service technicians.

M & S Dental Supply Co Inc

10530 101st Ave Ozone Park, NY 11416 888-226-7975 www.msdentalsupply.com



M&S Dental Supply has been serving dentistry in the North Eastern United States for over 22 years. We are a full service dental supply company. We offer supplies, dental equipment, dental service & repair, technology, office design & construction at an extraordinary value. Please call us today at 888.226.7975.



Midway Dental Supply, Inc.

701 N Michigan St Lakeville, IN 46536 800.333.8625 www.midwaydental.com



Midway Dental Supply, Inc. is a family-owned dental supply company that services the state of Indiana, Southern Michigan and Northeastern Illinois. The company began with the objective to provide exceptional customer service while building personal relationships with our customers.

Midway Dental Supply is a full service dental distributor servicing the dental professional in every aspect of his/ her business. Whether you are looking to set up a new dental practice, redesign an existing building, or simply purchase your weekly supplies Midway Dental Supply can fulfill your needs. We realize that the needs of the dental professional are constantly changing, therefore we continue to develop new tools and services that will improve the productivity of your dental practice.

Midwest Dental Equipment & Supply

2700 Commerce St. Wichita Falls, TX 76301 800.766.2025 www.mwdental.com



At Midwest Dental Equipment & Supply, our goal is to provide customers with the best products and services the dental market has to offer. And we have remained true to that goal since the company was founded in 1988.

Matt and Karen LeVasseur began Midwest Dental Supply in their garage to provide area dental professionals with various products. Since that humble beginning, Midwest Dental has moved into its present 36,000-square-foot office/warehouse facility.

It also operates equipment showrooms in Arlington, Houston, Waco and Oklahoma City.

Since joining the American Dental Cooperative in 1999, our product offering has grown to include Quala, Air Techniques, KaVo and A-dec. These lines, along with Kodak, Kerr, Dentsply Caulk, Dentsply Professional, Coltene Whaledent, and others, provide our customers with a wide range of choices.

Technology is also very important to us. We utilize E-Cat, an online ordering system, to simplify the purchasing process for our customers. We also carry the latest in dental technology.

Our greatest assets are our friendly customer service representatives, highly trained sales staff, skilled technicians, and of course, competitive prices!

Compare our prices with any other company. You'll see why we're one of the fastest-growing dental supply companies in the industry. Great prices are only great when they're combined with quality products, professional service and a firm guarantee.

Nashville Dental, Inc

1229 Northgate Business Parkway Madison, TN 37115 800.251.2196 www.nashvilledental.com



Nashville Dental, has been family-owned and operated from day one of its long history. Founded in 1897 in Nashville, Tennessee, Morrison Brothers Dental Supply Company incorporated in 1905 and changed its name to Nashville dental, Inc., in 1911. Nashville dental then partnered with several other privately owned dental supply companies to found the American Dental Cooperative (ADC) in 1978. The company is currently in its third generation of management by the same family.

Our team has a history of leadership in the industry, including holding the chair of the American Dental Trade association (counterpart to the ADA). The only locally owned supplier in the region, we now bring comprehensive product choices to Tennessee, Kentucky, Alabama, north Georgia, south Indiana, and West Virginia.

Nashville Dental is much more than just a supply house. Our equipment and design department offers full office design and layout services for both new and existing offices.

Nashville Dental, Inc. is a locally owned, independent dental supply company.

Newark Dental

35 Stern Avenue Springfield, NJ 07081 800.526.4170 www.newarkdentalpemco.com

For Over 50 Years, We have provided our customers with : Dental Supplies - Our courteous and knowledgeable sales team is available Monday through Friday from 7:00 am -6:00 pm and Saturday from 9:00 am - 2:00 pm to take your dental supply orders and answer any questions you may have. We offer great low prices on all name brand products. Our 40,000 square foot facility filled with inventory will assure you of very few backorders! We accept most major credit cards including American Express.



Patterson Dental

1031 Mendota Heights Road St. Paul, MN 55120 800.328.5536 www.pattersondental.com



Patterson Dental is an industry innovator and fullservice distributor of over 90,000 dental products and equipment, technology solutions and services in the U.S. and Canada and serves as the largest business in the progressive, global Patterson Companies (Nasdaq: PDCO) family of businesses.

A technology leader, Patterson helps drive and support the innovation of manufacturer partners, bringing solutions to dental professionals that maximize efficiency and profitability. Patterson places the highest priority on taking care of the customer and provides differentiating products and services – including exclusive CEREC and Schick technology, Patterson Technology Center, Patterson Advantage® customer loyalty program and responsive local technical support – through 88 U.S. branch locations and more than 1,500 sales representatives and equipment specialists across North America.

Pearson Dental Supplies

13161 Telfair Ave. Sylmar, CA 91342 800.535.4535 www.pearsondental.com



Pearson Dental Supplies is a privately owned and operated distributor primarily serving dental professionals. We are headquartered outside of Los Angeles in Sylmar CA with distribution centers in Houston TX, Kent (Seattle) WA, and Waipahu (Honolulu) HI as well as regional sales offices in San Diego CA, Hayward CA, Culver City CA, Las Vegas NV, and Phoenix AZ. Most of our accounts are serviced by outside field representatives, although we also have inside customer service representatives and telemarketers.

Safco Dental Supply Co.

1111 Corporate Grove Dr. Buffalo Grove, IL 60089 800.621.2178 www.safcodental.com



Safco Dental Supply Company is a broad line, national distributor of dental products.

Our main focus is on providing dental offices the ability to find and order the products they need in the fastest, most customer-friendly manner possible. With the best dental catalog in the industry, Safco strives to present thorough, honest product information that allows customers to make purchase decisions, and learn about new products, without the involvement of dealer sales reps. Our loyal and growing customer base loves us for our fast, accurate ordering and fulfillment, attractive prices, and top-notch customer service.

Safco's 172,000 square foot distribution center is a state of the art complex that allows us to store our inventory in a climate-controlled, near dust-free environment. Located in the Chicago suburb of Buffalo Grove, we provide nationwide same day shipping for all orders received by 4:30 pm Central Time (Fridays by 3:30).

Our customers and vendor partners may reach us between 7:00 am and 6:00 pm Central Time (Fridays by 4:30).

SmartPractice

3400 E McDowell Rd Phoenix, AZ 85008 800.522.0800 www.smartpractice.com

SmartPractice

SmartPractice sales managers want to get to know you better. We work with customers in all states. SmartPractice is a family owned business. We've been manufacturing and distributing dental products for nearly 40 years and we are now the 8th largest distributor in the US. SmartPractice is based in Phoenix. Arizona with distribution centers in Phoenix and Lexington, Kentucky. This enables us to deliver products to the majority of our customers in two days or less. We provide everyday low prices, same day service, and free shipping. Our knowledgeable account managers work closely with an assigned customer base to be sure the customer's needs are always first priority. Our representatives manage free goods unique data base marketing capabilities enable us to help manage customer's inventory and keep them informed about manufacturer specials on the items they routinely purchase from us. Most of our 30 sales managers work from the comfort of their homes, it's one of our contributions to creating a more eco friendly environment, plus our sales group loves the flexibility it provides!

We encourage our manufacturer partners to meet with us regularly for sales training. Our reps have two days scheduled in the office each month to meet with manufacturers for hands on training and product demonstrations. We invite you to get to know our reps that work in your area.

We utilize phone, fax, Internet, and a new state of the art website to service our customers. We can help you arrange in office training sessions, target a specific region or user group with special promotions, or test promotional offers. Visit our website at smartpractice.com and plan to join us for a tour of our facilities during your next visit to Phoenix. We want to get to know you better!

Tri-State Dental Supplies

70 Jackson Drive Unit R Cranford, NJ 07016 800.378.7754 www.tristatedental.com



Tri-State Dental is a full service dental supply and equipment company that is dedicated to providing our customers with the highest quality products, the best customer service and the best overall shopping experience possible. Tri-State Dental's corporate office and warehouse are located in Cranford, NJ. Additional showrooms are located in Florida, Michigan and Connecticut. With both inside and outside sales, we have a presence regionally as well as nationally. Notes:

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kerrdental.com 800.KERR.123 Kerr Corporation, 1717 W. Collins Ave., Orange, CA 92867