

Den-Tal-Ez, Inc.

An important factor associated with the growing dental industry is Den-Tal-Ez, Inc., of Des Moines. The company was founded in 1958 and incorporated under Iowa laws on July 26, 1961, as the Den-Tal-Ez Chair Mfg. Co., the sole proprietorship of John L. Naughton of Des Moines.

The present company was incorporated on July 24, 1969, by a group of 16 individuals, 11 of whom were Den-Tal-Ez officers or employees. The original corporate name was Dental Industries, Inc. The present name was adopted August 15, 1969.

The company was first offered to the public on December 16, 1969, when an offering of 400,000 shares was made at \$23.00 per share. The proceeds, \$8,225,000, were paid to Naughton for the outstanding stock of Den-Tal-Ez.

The company Naughton founded built a lounge-type dental chair that allowed dentist and assistant to be seated while working. Known as "sit down" dentistry, the idea caught on on the west coast and moved eastward in the mid-60's. Today, lounge-type chairs account for virtually all new chair sales.

Almost from time immemorial dentists have stood with one shoulder dropped, neck twisted,

back bent, elbows raised, with their weight on one foot so they could operate the rheostat controlling the drill with the other.

Such contortions resulted in the highest occupational caused mortality rate of any of the professions: 53.8 per cent of the dentists who died—died of circulatory disturbances. One of every two dentists suffered from leg and back ailments.

After acceptance of the Den-Tal-Ez "sit down" concept dentists could sit orthopedically correct and be comfortable at the same time.

Today Den-Tal-Ez manufactures and distributes a variety of equipment and supplies used in the practice of dentistry including: patients' lounge-type dental chairs, dentists' and assistants' stools, electric bases for adjusting patients' chair, swing away brackets holding various dental accessories, articulated denture models, a lightweight portable dental operatory unit which can be transferred anywhere and set up in minutes, mobile instrumentation center, and a complete line of vacuum systems, including accessories.

Trends currently active in the dental field are creating a demand for dental services faster than the increase in new dentists. These trends are: The Federal Government's policy of improvement in the quality of life in the United States; spending on dental care in the private sector; and growth of prepaid dental care insurance plans.

Den-Tal-Ez is set for these or any other trends.