

## **NEW DSX Sales Organization – a Welcome Collaboration of Products and Knowledge**

Introducing DSX, a new sales organization delivering the right products and the right service making it easier for dealers to equip their customers and practices.

DSX (Dental Solutions and Technology), is the new sales organization from DENTALEZ representing products and services from multiple leading dental brands. We've gathered some of the most knowledgeable sales representatives you know and trust, combined them with a seasoned leadership team, and built a bundle of products that can better support you with all aspects of the sales process for core equipment and high value merchandise.

Combining DENTALEZ brands: Star handpieces, Ramvac utility, Forest and Heritage operatory equipment, the new Imagine+ cabinet line, Columbia teaching aids, and Nevin Lab workstations with Porter Nitrous Oxide Systems and ILS Radiance cabinets, the DSX sales team has one of most comprehensive portfolios of products and smart solutions in the dental industry. DENTALEZ brands have a history of advancing the dental industry through innovative products and solutions and the DSX sales organization is another example of their dedication and leadership.

*“The synergy afforded by pairing the DENTALEZ portfolio with Porter and ILS is a game-changer for dealers and their clients. There is no other collective sales organization delivering on this level of knowledge and service in the dental industry”,* commented Carlos Martinez, Senior Director of Sales, for DENTALEZ.

When it comes to customer service, you can trust the teams from DENTALEZ, Porter and the ILS product brands will continue to give you the product line support you have experienced throughout the years.

In an ever-complex industry, DSX is helping dealers facilitate efficiently, with the ability to give their customers a streamlined and advanced experience. It also allows clinicians, DSOs, group practices and Special Markets the ability to make purchase decisions and realize savings by bundling products quickly and confidently. Everything needed for existing practices to new build outs, replacements, or upgrades is now with one team, DSX.

*“The Porter team is extremely excited about our new partnership with the DSX sales organization and the synergies between our new manufacturing partners of DENTALEZ and ILS. DSX will provide enhanced coverage and support for our equipment, merchandise, dental group and institutional business segments”,* said Mike Civitello Global Business Development Manager, Porter.

Visit [DSXsales.com](http://DSXsales.com) to identify your DSX product representatives and quickly advance your ability to do business and for clinicians to deliver better care.

### **ABOUT:**

#### **DENTALEZ:**

DENTALEZ® is committed to providing state-of-the-art dental practice solutions for unlimited interconnectivity, choice and control. DENTALEZ has a proven history of providing tried-and-true dental products and equipment, while it continues to manufacture a full line of,

technologically advanced front-to-back office solutions from well-known brands, including: Star®, Ramvac®, Forest®, Nevin™, Imagine + and Columbia Dentoform®. For more information, please visit [www.dentalez.com](http://www.dentalez.com).

### **Star Dental Handpieces:**

Dental Handpieces with Serious Star Power.

DENTALEZ put the power of smart design in your hands with cutting-edge handpieces by [Star](#). Our dental handpieces are designed to provide ample power and exceptional control for fast, precise results in every procedure, and now they're an even smarter choice with Aeras Intel.

### **Ramvac Dental Utility Room Equipment:**

Dental Utility Equipment that is Reliable, Quiet and Smarter than Ever.

Backed by industry-leading warranties, our comprehensive line of smart air and vacuum solutions provide the quality and reliability of the industry leader. [Ramvac](#) is equipped with Aeras Intel, making it the smart choice in utility equipment.

### **Forest Equipment:**

Forest Dental Equipment Sets the Stage for a Positive Dental Experience.

A positive dental experience begins with an inviting, comfortable operatory and the Designer Friendly® [Forest dental equipment line](#) is the perfect place to start. Our equipment, from correct lighting to sturdy, ergonomic chairs, brings comfort and efficiency to your treatment room at an exceptional value.

### **Imagine+ Cabinetry:**

A New Cabinetry Line that Delivers Everyday Style and Functionality.

Designed and engineered to deliver for any application. With a complete selection of colors and styles, [Imagine+](#) is the new go-to cabinetry line.

### **Columbia Dentoform:**

Dental Models for Student and Patient Education.

Quality begins with education. Trusted by dental schools, universities, training facilities, and laboratories across the globe, teaching aids by [Columbia Dentoform](#) allow students to perfect their techniques through realistic simulations and hands-on practice. Equip the next generation of dental professionals with the most trusted teaching aids and products in the dental industry.

### **Nevin Workstations:**

Functional Dental Lab Equipment for an Orderly Workstation.

Create an orderly workstation with lab equipment from [Nevin](#). For more than 85 years, Nevin has been creating components that provide the optimal environment for dental work, from clean air to ample lighting and fully equipped workstations. Nevin provides a range of workstations and workstation materials to accommodate a variety of applications and budgets. Our planners will be happy to help you select the best materials for your specific needs.

### **Porter, the Trusted Name in Nitrous:**

For over 50 years Porter Instrument has been known as the “*Trusted Name in Nitrous*”. [Porter](#) has specialized in the development, manufacturing, and sale of precision instruments for the measurement and control of gases and liquids. Featuring the widest product portfolio in the dental and medical nitrous oxide and oxygen delivery system industry, Porter has built its reputation on safety, reliability, precision accuracy, and support.

**ILS Dental Cabinets :**

[Integrated Laminate Systems](#) has been supplying the dental community with high quality custom and modular dental cabinetry for 30 years. Our philosophy is simple, offer a wide variety of products and support our customers and national sales force with highly trained designers, engineers, customer service and technical service representatives.