



SUPPORTING DENTAL EDUCATION: A HISTORY

Educating dental professionals has been a priority at Hu-Friedy since Hugo Friedman opened our doors in 1908. Hugo loved educating customers and was highly regarded for his lectures and product demonstrations at conventions and numerous colleges.

When Richard Saslow bought Hu-Friedy in 1959, his goal was to make Hu-Friedy the preferred brand among clinicians by cultivating relationships with educators in Dental and Dental Hygiene programs. It became a primary focus for all students to be able to learn proper instrument adaptation, selection and technique with the highest quality instrumentation to enhance their learning.

There simply was no other company that provided educational programs with the quality instruments and attentive service that Hu-Friedy did and partnering with the schools has remained a passion of Hu-Friedy's since that time. Today, under the leadership of Chairman & CEO Ron Saslow, Hu-Friedy proudly serves Dental and Dental Hygiene schools, as well as many Dental Assisting programs.

With Hu-Friedy's extensive product portfolio, knowledgeable team and specialized services, we continue to support schools and students with what they need to succeed in the classroom and throughout their careers.



HUGO FRIEDMAN, FOUNDER



RICHARD SASLOW, CHAIRMAN EMERITUS



RON SASLOW, CHAIRMAN & CEO



“Our program is thrilled to provide Hu-Friedy instruments to our students! They are by far the best instruments, but we also appreciate the generous student trade-in discount Hu-Friedy offers which enables students to obtain new instruments for their board exams, as well as the CE for faculty and the class instruction for students presented by the Clinical Education Managers. **We have enriched our learning through our association with Hu-Friedy.**”

PATRICIA WINTCH RDH, BSDH, MSDH

Assistant Professor | Department of Dental Hygiene
Program Chair | Dixie State University

“UMKC-SOD has been a loyal Hu-Friedy customer for over 30 years. Our Sales Representatives are very knowledgeable and **always go above and beyond to give us the best customer experience.** We especially appreciate the sharpening, repair and trade-in services that Hu-Friedy offers us. All of the customer service we receive from Hu-Friedy is excellent.”

MARYJANE L BRUNING, RDH, BS

Supervisor IC-IMS
University of Missouri Kansas City | School of Dentistry

“Temple University's Department of Periodontology and Oral Implantology has used Hu-Friedy instruments for the past several decades. **Hu-Friedy surgical kits and pre-doctoral debridement instruments are premier instruments for dental clinicians in academic settings** as well as in my hands-on continuing education programs around the world. When I perform live patient surgery demonstrations, I know I can rely on Hu-Friedy. The Hu-Friedy team is dedicated to excellence and provides outstanding service & technical support.”

DR. JON B. SUZUKI, DDS, PHD

Professor | Department Chairman | Program Director
Temple University Kornberg School of Dentistry

“I made the decision to select Hu-Friedy products for my students without hesitation because of the personal experiences I've had with Hu-Friedy throughout my career. Thirty four years ago, I purchased my first set of Hu-Friedy instruments as a dental hygiene student, and also used them for many years as a clinician in private practice. The excellent quality of the instruments speaks for itself, along with the company's reputation for standing by their products and the outstanding service we receive from the sales representatives. **Hu-Friedy demonstrates year after year that they really care about their Dental Hygiene and Dental Assisting schools!**”

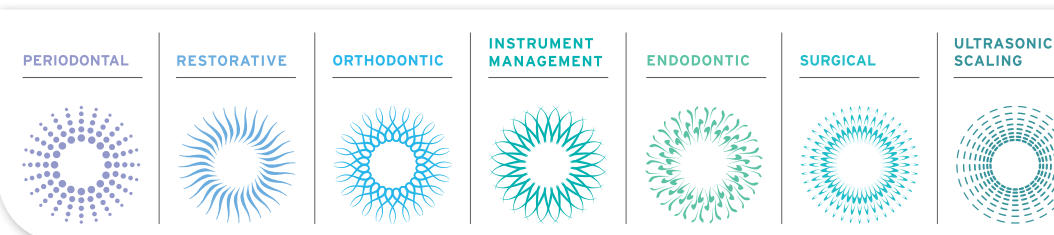
ANNE S. MALKASIAN, RDH, BS, MED

Dental Education Programs Director
Mount Wachusett Community College

For more information about
Hu-Friedy's Total Solutions visit
HU-FRIEDY.COM

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Telephone: 1-800-Hu-Friedy (1-773-975-6100) | Website: Hu-Friedy.com

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Hu-Friedy's SCHOOLS PARTNERSHIP

HELPING SCHOOLS AND STUDENTS PERFORM AT THEIR BEST

How the best perform



HU-FRIEDY IS WITH YOU **EVERY STEP OF THE WAY...**

A Hu-Friedy sales representative is committed to every Dental, Dental Hygiene and Dental Assisting school in the United States and Canada in order to provide the highest quality of service. With a consultative approach that is tailored to each school, as well as a dedicated team of Customer Care professionals specially trained to handle the unique needs of our schools business, Hu-Friedy is perfectly suited to partnering with your school to help deliver the highest standard of education to each student.



FROM **STUDENT...**

Instruments
used in **97%** of
North American
schools

2,880 custom
student kits
assembled

1.5 MILLION
instruments
delivered to
schools/year

675
educational
programs
delivered by
Hu-Friedy
team

13,917 student
instruments
sharpened

52,450
instruments
received through
trade-in

Hu-Friedy



TO **PRACTITIONER...**

50+
sales team
members in
North America

9,000+
CE credits
in 2013

4.8 MILLION
products shipped
annually

33,000+
Friends of
Hu-Friedy
members

59,273
instruments
redeemed through
EnviroNdent
recycling
program

30+
customer care
representatives

CUSTOM KIT ORDERING

Hu-Friedy helps each school customize their student kits with thousands of instruments ranging from **scaling** and **diagnostic** to **surgical** and **restorative**.

1. **SELECTION**

Hu-Friedy representatives consult with faculty to determine which instruments will best suit the needs of each program. Then, Hu-Friedy's Kit Assembly team handpicks the instruments for the kitting process.

2. **COLOR-CODING**

With our instrument grips, rings and IMS® Cassette rails, your kits can be color-coded by procedure, student year and/or order of use.

3. **ASSEMBLY**

The Hu-Friedy team will put each of your selected instruments in an IMS® cassette in the specific order requested by the school. The cassette ensures that the instruments arrive safely and are kept in top working condition throughout the semester (and beyond!).

4. **DELIVERY**

Hu-Friedy schedules each kit assembly around the school's desired delivery timeline. You can count on your school's Hu-Friedy representative to be available for advice and support every step along the way, and they can help you with any further needs that arise at the delivery.

Having a personal resource from Hu-Friedy is just one of the value-added services that comes with your Hu-Friedy purchase!



SELECTION



COLOR-CODING



KIT ASSEMBLY



DELIVERY AND SUPPORT

SCHOOLS FACTS

PASSION FOR COLLABORATION

Hu-Friedy values our partnerships with universities & educators, and we're proud to serve as a resource for bringing important, useful instruments to market.



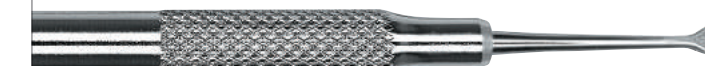
GRACEY CURETTES, 1945
Dr. Clayton Gracey
University of Michigan



OLD DOMINION EXPLORER, 1985
Deanne Shuman, BSDH, PhD and Linda Wilson, BSDH, MS
Old Dominion University



AFTER FIVE GRACEY CURETTES, 1988
Sherry Burns, RDH, MS and Peter Fedi, DDS, M.Sc.
University of Missouri Kansas City



BUSER PERIOSTEAL, 1999
Dr. Daniel Buser, DDS
University of Bern in Switzerland



CHU'S PROPORTION GAUGE, 2008
Stephen Chu, DMD, MSD
New York University



HU-FRIEDY OFFERS:

- 10,000 high quality products spanning multiple categories
- Educational programs for students, residents and faculty
- Pre-board exam instrument & product specials
- Exclusive instrument sharpening and repair services
- "Friends of Hu-Friedy" online community for dental hygienists, hygiene students and faculty with educational materials, free continuing education, product resources & evaluation opportunities
- Recognition opportunities: Golden Scaler Award* and ADAA Merit Scholar Award**

*For graduating dental hygiene students

**Available to dental assisting students in an ADAA certified program