

HANDPIECE

HEADLINES™

Volume 1 Issue 2

YOUR SOURCE FOR HANDPIECE INFORMATION

ASK THE EXPERTS Handpiece Maintenance Tips

? How do I lubricate my handpiece?

The lubricating process is one of the most important aspects of handpiece maintenance. Hayes Handpiece Company recommends Tiger OneStep™ for lubricating handpieces. This patented synthetic lubricant requires only one step and is specifically designed to protect turbine bearings during autoclaving and high-speed operation. Here's how it works: Simply apply the lubricant into the drive air tube or the back end of the angle. Then expel, sterilize, and you're done. Your handpiece is ready to use. There is no need for a cleaner or lubricant after autoclaving.

Tiger OneStep is available as an aerosol-propelled lubricant, which is the best way to properly lubricate all high-speeds including swivel-type KaVo, Lares, Midwest, XGT, NSK and Adec high-speed handpieces. It's also available in a dropper bottle, which is ideal for low-speed handpieces, attachments and angles. Hayes has eight different lubricant nozzles available. There's one to fit whatever handpiece you're using. These nozzles are also compatible with handpiece manufacturers' lubricants.

If you have a question that you would like to have answered in this column, please email the handpiece maintenance expert at info@hayeshandpiece.com.



Jason Wilson of Hayes Handpiece Hermosa Beach, California.

Hayes Handpiece Company

Our Story *By Joe Hayes*

I travel a lot and I always find myself reading articles in *Entrepreneur*, *Forbes*, and *Inc.* about small companies that take risks to change an industry, create new markets, or overcome challenges. I'm especially interested in how companies get started.

Although we've been in business 12 years, have 70 franchises worldwide, and do \$6.5 million in annual sales, Hayes Handpiece Company is—without a doubt—a family business.

In 1989, my mom and dad, John and Jo Hayes, started Hayes Handpiece Company in Encinitas, California in a 10'x10' garage space. At the time, my dad had been in the dental industry for over 30 years and had previously owned a dental equipment repair business. My parents realized that most local dental offices were sending their repairs out to big dental supply houses, and they knew that convenient, local service and fast turnaround would be a welcome change. My mom did

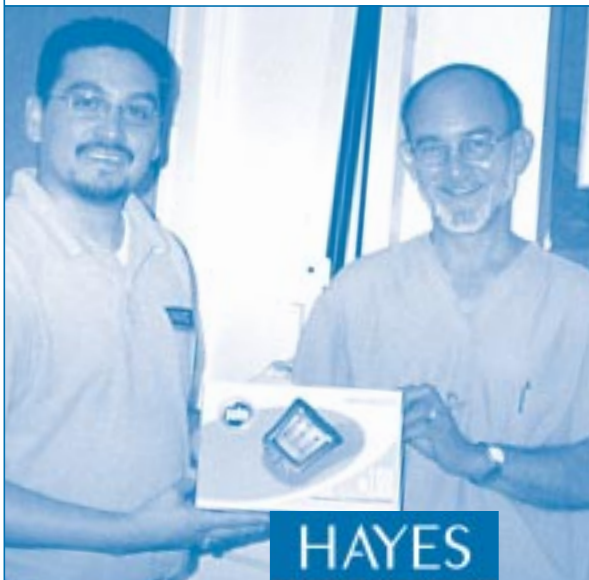
the pick-ups and books, while my dad did the repairs. My folks built a strong customer base in a short time and eventually trained my sister, Diane, on handpiece repairs.

I watched as my sister built a strong business of her own in Boulder, Colorado. I was a business student at Arizona State University on track for a corporate job, but I was curious about the handpiece business. While still in college in 1994, I took the plunge and started a repair business of my own. I thought of it as a short-term learning experience. I picked up handpieces in shorts and tennis shoes on a scooter in 110 degree weather throughout Phoenix as my roommates looked on laughing. When

I graduated, I stayed with the business because I was learning a lot, enjoying it, and making a decent living in a soft economy.

In 1995, my brother David in Denver decided to go into the repair business. He had worked 60 hours a week as an accountant *continued on page 2*

We really believed in the concept of local, convenient, and personal service; and we knew our handpiece repairs rivaled or exceeded those of the big supply houses.



Congratulations to our Palm Pilot Winner!

Ernest Salazar, DDS of Montibello, California was the lucky winner of a Palm Pilot hand-held computer. Dr. Salazar was entered into our drawing for a free Palm Pilot after completing a survey about dental handpiece repairs.

Thanks to all who participated. We appreciate your feedback and we promise to continue providing you with high-quality repairs and prompt, friendly service.

Ernest Salazar, DDS receives a Palm Pilot from Raul Lopez of Hayes Handpiece of Van Nuys

HAYES

THE LEGAL HANDPIECE REPAIR CENTER

www.hayeshandpiece.com

Tips & Techniques

- Handpiece manufacturers recommend you have three handpieces per operatory: one for your current patient, one for the autoclave, and one for cool-down.
- Don't forget to allow your autoclave to complete the drying cycle. This prevents rust and corrosion.
- If you are using half paper and half plastic bags to sterilize your handpiece in the autoclave, remember to put the paper side up for easy evaporation.

HANDPIECE HEADLINES

CORPORATE HEADQUARTERS

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Tel: 800-228-0521

Visit www.hayeshandpiece.com for information on your local Hayes office.

To be added to the mail list for Handpiece Headlines, please call 800-228-0521.

Since 1989, Hayes Handpiece Company has specialized in handpiece repair and maintenance. With over 65 local handpiece repair centers worldwide, Hayes Handpiece is dedicated to high-quality, convenient, and reasonably priced handpiece repairs.

Handpiece Headlines is published quarterly by Hayes Handpiece.

HAYES HANDPIECE COMPANY

- *Specializing in high-speed, low-speed, fiber optics, scaler and attachment repairs*
- *Fast turnaround*
- *Free maintenance demos*
- *Tiger OneStep™ lubricant dealer*
- *Local service*

New Hayes Locations

Local Service Comes to Your City

Hayes Handpiece Company announces the opening of five new offices in Bakersfield, California; Fairfield County, Connecticut; Palo Alto, California; downtown Chicago; and Wisconsin. These new Hayes Handpiece locations are independently owned and operated, with repair personnel thoroughly trained in repair and maintenance for high-speeds, low-speeds, scalers, fiber optics and attachments. Hayes Handpiece offers free pick up



Mike Vujnovich of Hayes Wisconsin

and delivery in most areas and free in-office handpiece maintenance demonstrations.

Judy Silva of Hayes Handpiece Bakersfield has received a warm welcome from dental offices in the area. "Customers are responding positively to the fact that we are local and that we pick up and deliver at no additional charge," says Silva. "We would like to be known for being quick, reliable, and efficient. We are focused on addressing all of our clients concerns as well as honoring their warranties."

COVER STORY *continued from page 1*

for Hyatt Hotels, and was now able to spend more time with his two young boys and didn't have to wear a suit and tie anymore. It seemed that none of us were cut out for corporate life.

A friend with a lot of business experience saw how we were doing and suggested that we franchise the concept. It sounded like a crazy idea, but we were up for the challenge. At the time, the dental supply houses dominated the market and our only experience with franchises was eating at McDonalds. The upfront legal costs and effort to register a franchise with the bureaucratic state attorney's office nearly caused us to give up. Fortunately, we really believed in the concept of local, convenient, and personal service; and we knew our handpiece repairs rivaled or exceeded those of the big supply houses.

It was slow going in the beginning, but we managed to train and set up 10 franchises in our first year. I did most of the travel to support the franchisees. This was tough because I was only 24 and couldn't even rent a car at the airport.

In 1996, we made *Entrepreneur* magazine's Franchise 500 for the first time and our growth exploded. We trained more franchises and expanded our headquarters. In 1998, we moved out of the original workshop and relocated to an industrial park. We couldn't move too far from the beach because many of our employees, including myself, are surfers and we didn't want to risk losing anyone.

Once we had a shop that was capable of supporting our growing operation, we focused on new repair technology. This isn't easy to come by in our industry. The major manufacturers do not sell parts or provide technology outright. We had to go get it and figure it out for ourselves. This required a significant investment in tooling and equipment, as well as talented people—which has ultimately been our key to success.

I am very proud of the extremely high level of quality we have achieved and the capable people that have surrounded us. All of the Hayes locations are staffed by very competent individuals who are dedicated to quality repairs and exceptional customer service.

Following my father's lead, we have continued to break almost every rule I was taught in business school, including working with family and friends. I currently work with my mom, dad, brother, two sisters, an uncle, an aunt, and a brother-in-law. Four of my college friends learned the handpiece business, and now own franchises throughout the country. Two of them were the roommates who laughed while I picked up handpieces on a scooter. One of them is Brian Vujnovich, our sales manager, whose dad also owns a franchise.

I am so thankful for my father's many years of experience. He is the heart of the business and he and my mom have set the tone for the company for years to come. I am the CEO of the company and I am 31. My brother, the vice president, is 40. We are full of energy and ideas, but I can't say enough about my dad and his constant input. He has been there. We have gone against my dad several times, and when it was all said and done, he was usually right. So, when he doesn't agree with a new concept and says in his honest way, "That's the dumbest idea I've ever heard of," we now tend to listen.

As I write this article, we have so many handpieces in the shop that six people have to work Labor Day weekend to meet our turnaround times. We have five more franchises scheduled to launch this year, and we plan to double our shop space next year. We are busier than ever, which speaks volumes for our products and service, and inevitably leads to a new set of business challenges. As of today, that is our story.

HAYES

THE DENTAL HANDPIECE REPAIR CENTER

www.hayeshandpiece.com

Have You Hired a New Employee?



Proper handpiece maintenance can extend the life of your handpieces and save you money. If you have recently hired a new employee or your staff needs to review maintenance procedures, have your Hayes rep stop by for a free maintenance demonstration.

Hayes can offer expert assistance in maintenance for high-speeds, low-speeds, swivels, scalers and attachments. They can educate staff on different types of autoclaves and related procedures, as well as lubricants and cleaners. Your Hayes representative can also explain the proper air pressure for each type of handpiece and describe maintenance for fiber optics.

CUSTOMER CORNER

Here's what Hayes customers are saying!

"I love the quick service and reasonable prices."

*Dr. Thomas Hurst, DDS
San Diego, CA*

"I finally found a handpiece repair person I can trust. They are fast, efficient and honest."

Use them! "

*Dr. Charles H. Christ
Bristol, TN*

Hayes: Your Independent Source for Handpiece Information

Did you know that your local Hayes Handpiece Company is an excellent, independent source for information on handpieces. Hayes is not affiliated with any equipment manufacturers, so they can provide unbiased feedback on a variety of handpiece issues based on years of industry experience. They can even make recommendations about purchasing new or refurbished handpieces. Get to know your Hayes rep!



A Slam Dunk for Handpiece Repairs!

Hayes Handpiece Upstate New York is the proud sponsor of the Endicott Boys & Girls Club 10 & Under Travel Basketball Team. This picture was taken after the team won the 10 & under tournament in Norwich, New York. That's Jared Zonio at the far left, son of Mike Zonio, the owner of Hayes Handpiece Upstate New York in Endicott.

Can You Name this Instrument ?



It's a magnetic dynamometer, a high-tech instrument used by Hayes technicians

to test torque, RPM, and power for low-speed handpieces. The magnetic dynamometer enables Hayes to deliver a consistent, high-quality repair on all low-speed handpieces.



"We appreciate the personal service, nice people and quick turnaround."

*Kelly, with Dr. Craig Rubinoff, DDS
Rancho Bernardo, CA*

HAYES

THE LOW-SPEED HANDPIECE REPAIR EXPERTS

HANDPIECE
HEADLINES

WHAT'S INSIDE:

Handpiece maintenance tips

High-tech equipment for low-speed repairs

New Hayes locations

**Tiger OneStep™
4/5 Hole Adapter
for Midwest-Type
Handpieces**

Finally, a fast and foolproof way to lubricate 4/5 hole Midwest-type handpieces!



- All holes line up perfectly
- Exhaust air is blocked to help flush debris and reduce mess
- Patent pending

**Quick and Easy
Handpiece
Lubrication**

Tiger OneStep™

- Protects bearings during autoclaving and high-speed operation
- Easy to use
- Cleans, lubricates and expels
- Cost-effective
- Ideal for high-speed and low-speed handpieces
- Choose from a variety of adapters



The only handpiece lubricant you'll ever need!

**Free Handpiece
Maintenance
CD-ROM!**

Eliminate the confusion about handpiece maintenance



Featuring 1 CE credit plus a free 500ml can of Tiger OneStep™ handpiece lubricant!

Call for your copy today!

Call your local Hayes Handpiece office today!