

# Media Release



For Immediate Release

January 1, 2011



## **M.P.F. Brush Company Now Part of the Harvest Brand Portfolio.**

Brea, California – Harvest Dental is proud to announce that it has formed a channel partner agreement with M.P.F. Brush Co. of Rhodes, Greece. The M.P.F. brand will be now positioned under the Harvest brand umbrella, with Harvest assuming all marketing, sales, distribution and support for the M.P.F. ceramic product mix.

“This move will allow M.P.F. Brush Co. to further its commitment to bring our innovations and solutions to the entire North American laboratory market,” said George Papadopoulos, President, M.P.F. Brush Co. “As a high-end, value based manufacturer, we needed a partner who had the same business philosophy, a strong brand name, and a customer first approach. We found that with Harvest Dental.”

“We are very excited to add M.P.F. Brush Co. to the Harvest brand family, says Sasha Der Avanesian, Managing Director, Harvest Dental. “This is a company committed to excellence, innovation, and finding a better way. We look forward to giving our laboratory partners access to this wonderful product mix.”

To learn about this exciting new partnership, please visit [www.harvestdental.com](http://www.harvestdental.com) or call us at 800.706.7599. Harvest Dental Products are available through a network of authorized dental dealers.

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