

DVM Central: Licensed Veterinary Marketplace Connecting Vets, Clinics & Suppliers with Verified Animal Health Products



Orlando, Florida Sep 3, 2026 ([Issuewire.com](https://www.Issuewire.com)) - DVM Central, an online veterinary marketplace and animal health e-commerce platform founded in 2020, is helping veterinary practices, clinics, and animal-care professionals source surgical instruments, pharmaceuticals, diagnostics, PPE, and [veterinary supplies](#) directly from license-verified manufacturers, wholesalers, and distributors while giving veterinary product vendors a single platform to list, sell, demonstrate, and promote their products to a nationwide audience of veterinary buyers.

What Is DVM Central? A Direct-Buying Veterinary Marketplace

Founded in 2020 and headquartered in Orlando, Florida, DVM Central is a multi-vendor veterinary marketplace built to connect veterinarians, veterinary technicians, practice managers, and animal-care professionals with verified, licensed suppliers of veterinary products and services. The platform organizes veterinary commerce around a single value proposition: direct buying. Rather than routing purchases through layers of distributors, DVM Central lets buyers purchase veterinary supplies straight from vendors and lets vendors reach veterinary customers without giving up margin to intermediaries.

The online veterinary marketplace sector DVM Central operates in has grown alongside rising pet ownership and animal-health spending; the broader online veterinary marketplace was valued at an estimated \$122.72 billion in 2024 and is projected to reach \$155.88 billion by 2029, according to Mordor Intelligence research cited in DVM Central's own industry reporting. That growth underscores the demand for a trustworthy, direct-buying alternative to fragmented, multi-layered veterinary supply chains the specific gap DVM Central positions itself to fill.

From everyday supplies to practice essentials, the DVM Central catalog covers the categories veterinary teams shop for most, including:

- **Surgical equipment and procedure kits** including canine and feline spay packs, abdominal retractors, elevators, forceps, and orthopedic instrumentation
- **Pharmaceuticals and vaccines**
- **Diagnostics and monitors**
- **Dentistry and dental care products**
- **Anesthesia equipment**
- **X-ray and imaging equipment**
- **Endoscopy and endoscope accessories**
- **Grooming supplies**
- **PPE and infection-control products**, such as fluid-impervious isolation gowns and sterilization pouches

Vendors currently listed on the platform include GerVetUSA, Rx Count Corporation, Cuspid Equipment and Services, Innovative Sutures LLC, and GerMedUSA, among others, giving buyers access to a wide selection of veterinary products and supplies from trusted, reputable suppliers in the veterinary industry.

Vendor Licensing and Trust: How DVM Central Verifies Veterinary Suppliers

Trust is a structural requirement on [DVM Central](#), not a marketing claim. Per DVM Central's published Terms and Conditions, every vendor applying to sell on the platform must be a verified license holder within their respective jurisdiction before being approved to list veterinary products or supplies. Vendors must also be authorized manufacturers, suppliers, or distributors of veterinary products, and platform access is restricted to applicants who meet DVM Central's eligibility criteria. This licensing-first approach is intended to ensure that products listed on the marketplace meet regulatory and quality standards expected in veterinary medicine, giving buyers a documented reason to trust the supply chain behind each listing a key differentiator from general-purpose e-commerce marketplaces that do not vet sellers against industry-specific licensing requirements.

DVM Central further supports platform trust through:

- **Vendor monitoring and enforcement** of product listings, communications, and community standards, with an investigation and appeals process for reported violations
- **Data privacy safeguards** governing how vendor and buyer information is handled, in accordance with DVM Central's published Privacy Policy
- **Defined seller policies** for returns, replacements, and refunds, disclosed to buyers ahead of purchase
- **Direct customer support** available to both buyers and vendors for order, product, and account questions

A Marketplace Built Around Four Pillars: Selection, Trust, Direct Access, and Support

DVM Central positions itself around four core commitments to veterinary buyers:

- **Wide Selection** — access to a diverse range of veterinary products and supplies from trusted vendors across every major practice category.
- **Trusted Vendors** — purchases made with confidence from reliable, reputable suppliers in the veterinary industry.
- **Direct Buying** — transactions made directly between veterinary buyers and sellers, without intermediaries, ensuring transparency and fair pricing.
- **24/7 Support** — continuous support available for buyer and vendor questions or issues

throughout the purchasing process.

Sell on DVM Central: A No-Upfront-Cost Path for Veterinary Vendors

DVM Central's Seller Central Portal is open to manufacturers, wholesalers, distributors, and exclusive product owners in the veterinary and animal health industry. The onboarding path is intentionally simple: vendors fill out a seller application from the "Sell on DVM" page, DVM Central verifies vendor licensing to meet regulatory and quality standards, and approved vendors gain access to a seller dashboard within 24 to 48 hours.

Once onboarded, vendors on DVM Central receive:

- **A customizable storefront**, including the option to build a 3D virtual booth to showcase [veterinary products](#) and instruments
- **A seller dashboard** with real-time insight into sales, revenue, traffic, net profit, and order history
- **Free product listings**, with up to 150 items listed at no cost per month, and no setup fees
- **Promotional tools**, including discounts, coupons, and featured placement to help vendors reach more veterinary customers
- **Seller protections**, with DVM Central working to prevent unfair trade practices and safeguard vendor rights
- **Built-in customer reach**, giving both first-time and established veterinary suppliers access to unlimited visitor traffic

DVM Central operates as an e-commerce marketplace connecting veterinary buyers and sellers, only charging vendors when a sale is made reinforcing the platform's "pay only when you sell" model for the veterinary supply industry.

On-Demand Learning: Veterinary CE Courses Taught by Named Veterinary Educators

Recognizing that veterinary professionals need flexible access to continuing education, DVM Central offers On-Demand Learning a library of on-demand veterinary courses, lectures, and CE-style training designed for veterinarians, veterinary technicians, and animal-care staff. Courses are taught by identified veterinary industry instructors, including Erika Pease and the Brian's Bandages instructional series, giving buyers named, attributable expertise behind each course rather than anonymous content. Course topics available on the platform address practical, day-to-day realities of veterinary practice, including staff well-being and resilience, communication in veterinary medicine, customer service and patient care, and social and industry trends shaping veterinary medicine. Course bundles, including multi-video series from veterinary educators, are also available, giving practices a scalable way to train staff on their own schedule.

Learn at Lunch: Live Product Demonstrations for Veterinary Professionals

DVM Central's Learn at Lunch program gives veterinary product vendors a direct, live format to demonstrate products to practicing veterinarians and veterinary technicians. Vendors hosting a Learn at Lunch session can showcase product benefits through interactive demos, connect directly with the clinicians who use and recommend their products, and build the brand recognition that leads to adoption in veterinary practices. The program reflects DVM Central's broader strategy of pairing e-commerce with education and direct vendor-to-veterinarian engagement, rather than treating the marketplace as a static product catalog.

Virtual Expo: Bringing the Veterinary Trade Show Online

DVM Central hosts a recurring Virtual Expo branded as the Veterinary Shopping Network (VSN) Expo, Powered by DVM Central extending the trade-show and CE-webinar experience into a virtual format. Recent programs have included clinical webinars covering the diagnosis and treatment of conditions such as hypercortisolism (hyperadrenocorticism), including review of diagnostic tools, monitoring strategies, and treatment protocols relevant to practicing veterinarians. The Virtual Expo format allows animal health vendors to reach a distributed veterinary audience without the overhead of an in-person trade show.

Vet Rep Finder: Connecting Practices to the Right Veterinary Sales Representatives

To help veterinary practices navigate an increasingly fragmented supplier landscape, DVM Central offers a Vet Rep Finder a directory-style tool designed to help veterinary buyers identify and connect with the sales representatives behind the vendors and products on the platform, streamlining vendor communication for procurement, product questions, and account support.

Positioning: A Single Veterinary Platform for Commerce, Education, and Vendor Relationships

DVM Central describes its mission as bringing veterinary buyers and sellers together under one roof, combining marketplace technology with a dedicated support team so that vendors of any size from established manufacturers to first-time veterinary suppliers can grow their business, and so that veterinary buyers can source everything from surgical instruments to continuing education in a single, trusted destination. That combination of direct-buying e-commerce, on-demand veterinary education, live product demonstrations, virtual expos, and vendor-representative discovery is central to how DVM Central defines itself within the veterinary marketplace and animal health products industry: not simply a vet supply store, but a connected ecosystem for veterinary commerce, continuing education, and vendor-veterinarian relationships.

Frequently Asked Questions About DVM Central

Is DVM Central a licensed veterinary marketplace?

DVM Central requires every vendor to be a verified license holder in their jurisdiction before being approved to sell veterinary products or supplies on the platform, per DVM Central's Terms and Conditions.

Who can buy on DVM Central?

Veterinary hospitals, clinics, medical facilities, and individual veterinary professionals can register to buy directly from manufacturers, wholesalers, and distributors of veterinary products and supplies.

Who can sell on DVM Central?

Manufacturers, wholesalers, distributors, and exclusive product owners of veterinary and animal health products can apply to become vendors through the "Sell on DVM" page. Applications are typically reviewed within 24 to 48 hours.

Does DVM Central charge vendors upfront?

No. DVM Central lists vendor products for free, with up to 150 free listings per month and no setup fees; vendors are only charged when a sale is completed.

What kind of continuing education does DVM Central offer?

DVM Central's On-Demand Learning library offers on-demand veterinary courses and lectures from named veterinary educators, while its Learn at Lunch and Virtual Expo programs provide live and virtual veterinary CE-style programming and product demonstrations.

Availability

DVM Central is accessible via web at dvmcentral.com, with dedicated sign-in paths for customers and vendors, and via native apps on the Apple App Store and Google Play. Veterinary product manufacturers, wholesalers, and distributors interested in selling on DVM Central can apply through the "Sell on DVM" page; veterinary buyers can browse the full catalog through "Shop Now," filtering by category, vendor, or service provider.

About DVM Central

Founded in 2020, DVM Central is a licensed vendor veterinary marketplace connecting veterinarians and veterinary technicians with license-verified suppliers for surgical equipment, pharmaceuticals, diagnostics, dental products, PPE, and other animal healthcare needs.

DVM Central combines direct-buying e-commerce with on-demand veterinary CE-style learning taught by named veterinary educators, live vendor product demonstrations (Learn at Lunch), virtual expos (Veterinary Shopping Network Expo), and a vendor representative directory (Vet Rep Finder) giving both veterinary buyers and veterinary product vendors a single, accountable platform built around transparency, direct access, and industry trust.

For more information about DVM Central's veterinary marketplace, on-demand veterinary courses, or vendor licensing requirements, visit dvmcentral.com or contact the company directly using the information below.



DVM Central
A Vet and Vet Connect

LICENSED VETERINARY MARKETPLACE

Connecting Vets, Clinics & Suppliers with Verified Animal Health Products

DVM Central brings the veterinary community together on one trusted platform. Quality products. Trusted connections. Better care.

- VERIFIED SUPPLIERS**
All suppliers are licensed and thoroughly vetted.
- PREMIUM PRODUCTS**
Top quality animal health products from trusted brands.
- COMPETITIVE PRICING**
Best value for your clinic, hospital, and practice.
- FAST & RELIABLE DELIVERY**
Timely delivery, right to your door step.
- BUILT FOR THE VET COMMUNITY**
By vets, for vets. Stronger together for better animal health.

JOIN THE BEST BRANDS FOR YOUR CLINIC OR HOSPITAL

SELL YOUR PRODUCTS TO THOUSANDS OF VET PROFESSIONALS

10,000+ Vet Professionals
2,500+ Clinics & Hospitals
500+ Trusted Brands

Join DVM Central Today!
One Platform. Endless Possibilities.

www.dvmcentral.com | Secure Transactions | Dedicated Support | Committed to Animal Health

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