“We are currently undertaking more revolutionary projects”

An interview with Mectron, the company who invented Piezosurgery

Mectron, based in Italy, has revolutionised dental surgery with their development of piezoelectric bone surgery. Recently, the company presented the 3rd generation of their Piezosurgery device at the IDS show in Cologne in Germany. We spoke with company founders Domenico Vercellotti and Fernando Bianchetti, as well as area managers Wolf Narjes and Alexandre Cadau, about the clinical advantages of their invention and how the company is reacting to the current market conditions.

**Dental Tribune:** Market prospects for 2009 are rather uncertain due to the financial crisis. Is your company prepared for a potential economic slowdown?

**Fernando Bianchetti:** The only way to withstand this crisis is to remain successfully in the market through investments in scientific and technical research, in Europe and other countries.

**Domenico Vercellotti:** What Mectron just said has always been our corporate philosophy: it will certainly help us in difficult times like this. Mectron offers high quality products at reasonable prices and puts a lot of effort into the development of new technologies and not merely into expensive marketing campaigns.

**Wolf Narjes:** Being a family-owned company, Mectron is probably more flexible and manageable than larger companies. Therefore, we can react relatively quickly to unexpected market changes.

**Have you already experienced an economic climate change in Italy and other markets?**

**Fernando Bianchetti:** Since our company was founded in 1979, we have already had to go through occasional tough economic times. However, nothing really compares with the latest financial crisis.

Alexandre Cadau: Fernando is right. At the moment, we are experiencing a huge loss of confidence in all consumer groups. On the other hand, we have always been challenged by the depreciation of various foreign currencies, like in 1992 when devaluation hit many countries.

**Your company is mainly known for its innovative Piezosurgery technology. What are the main advantages compared to traditional surgical technologies?**

**Domenico Vercellotti:** Mectron invented piezoelectric bone surgery in collaboration with Prof. Tomaso Vercellotti almost ten years ago. Back then, it was not just another product: it was a significant innovation in the field of dentistry based on technical expertise and years of clinical research.

**Would you tell us more about how Piezosurgery was developed and how it has been received in different markets?**

**Wolf Narjes:** I have found that several countries, including South Korea, Italy, and Germany, have been very open-minded to this new technology. Most Scandinavian countries, however, have only begun to understand how to use this innovative technique.

Alexandre Cadau: Piezosurgery has certainly been one of the most important developments in the dental and medical field.

**Mectron:** Piezosurgery technology is completely different from the traditional techniques. We organise workshops in many countries around the world that help dentists learn the differences between Piezosurgery and conventional drills and saws. In addition, we collaborate with universities, to offer attending clinicians cadaver dissection courses that help them appreciate the surgical benefits.

Alexandre Cadau: There is a reason that training is crucial for Piezosurgery: Users experience a steep learning curve before getting used to the micrometric movement of Piezosurgery, which is completely different from the traditional techniques. We organise workshops in many countries around the world that help dentists learn the differences between Piezosurgery and conventional drills and saws.

**Have you already experienced an economic climate change in Italy and other markets?**

**Fernando Bianchetti:** Since our company was founded in 1979, we have already had to go through occasional tough economic times. However, nothing really compares with the latest financial crisis.

Alexandre Cadau: Fernando is right. At the moment, we are experiencing a huge loss of confidence in all consumer groups. On the other hand, we have always been challenged by the depreciation of various foreign currencies, like in 1992 when devaluation hit many countries.

**Your company is mainly known for its innovative Piezosurgery technology. What are the main advantages compared to traditional surgical technologies?**

**Domenico Vercellotti:** Mectron invented piezoelectric bone surgery in collaboration with Prof. Tomaso Vercellotti almost ten years ago. Back then, it was not just another product: it was a significant innovation in the field of dentistry based on technical expertise and years of clinical research.

**Would you tell us more about how Piezosurgery was developed and how it has been received in different markets?**

**Wolf Narjes:** I have found that several countries, including South Korea, Italy, and Germany, have been very open-minded to this new technology. Most Scandinavian countries, however, have only begun to understand how to use this innovative technique.

Alexandre Cadau: Piezosurgery has certainly been one of the most important developments in the dental and medical field.

**Mectron:** Piezosurgery technology is completely different from the traditional techniques. We organise workshops in many countries around the world that help dentists learn the differences between Piezosurgery and conventional drills and saws. In addition, we collaborate with universities, to offer attending clinicians cadaver dissection courses that help them appreciate the surgical benefits.

Alexandre Cadau: There is a reason that training is crucial for Piezosurgery: Users experience a steep learning curve before getting used to the micrometric movement of Piezosurgery, which is completely different from the traditional techniques. We organise workshops in many countries around the world that help dentists learn the differences between Piezosurgery and conventional drills and saws.

Fernando Bianchetti: It is essential to be suitably trained in this technique.
Wolf Narjes: If you mean: are we represented in all the important countries around the world, then definitely yes. Our network is well established in more than 80 countries, and our sales team is working daily to extend it even more.

How closely do the regional headquarters work with the headquarters in Italy?

Domenico Vercellotti: In Mectron’s corporate organisation, the regional headquarters represent points of information exchange and contact between the headquarters in Italy and local clinicians.

Fernando Bianchetti: They work very closely with our main headquarters in Italy for different reasons. Mectron Italy helps the regional headquarters and, of course, our other distribution partners to provide their customers with technical support. The staff at regional headquarters, as well as our distribution partners, are regularly trained by our engineers in Italy.

Alexandre Cadau: All Mectron partners receive marketing support through the headquarters in Italy. In this way, we ensure that all our staff and partners, whether an Italian dealer or South American distributor, keep up to date with the latest specifications and developments of our products.

Wolf Narjes: I have to add that although marketing is centralised, the structure of our company is still flexible enough to fulfil local demands.

Do you have offerings in other market segments as well?

Fernando Bianchetti: Let’s speak about the other products Mectron has been manufacturing for plenty of years like piezoelectric scalers, curing lamps and air polishers. Mectron was the first company to introduce on the market a scaler handpiece in titanium which has represented the new state of the art in life span and sterilization, as well as the first one to launch a LED curing lamp!

Wolf Narjes: Mectron has a lot of capacity for innovation. Therefore, our company is not only a leader in the field of the Piezosurgery technique, but also in the light curing segment.

Alexandre Cadau: We say we have succeeded to be a long-term market leader. As far as the production of LED curing lights is concerned, our company is still one of the biggest manufacturers worldwide.

Many companies are starting to extend their range of products. Are there any new products being developed that you would like to talk about?

Fernando Bianchetti: Apart from the further improvement of existing products, we are currently undertaking more revolutionary projects in our R & D department. A total of fifteen per cent of all staff working at Mectron are actually involved in this.

Domenico Vercellotti: Our mission is to implement new technologies for the dental market that are based on the latest evidence-based research. We will also stay on this track in the future to develop innovations that are economical and bring true clinical advantages.

Thank you all very much for the interview.

“Our mission is to implement new technologies for the dental market that are based on the latest evidence-based research.”