Mectron, based in Italy, has revolutionised dental surgery with its development of piezoelectric bone surgery. Recently, the company presented the 5th generation of their Piezoscience device at IDS, the International Dental 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 successful in the market through investments in scientific and technical research, in Europe and other countries.

Domenico Vercellotti: What we have to do 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.

Company is mainly known for its innovative Piezoscience technology. What are the main advantages compared to traditional surgical technologies?

Fernando Bianchetti: We invented piezoelectric bone surgery in collaboration with Prof. Tomas 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. Thanks to Piezosurgery, oral surgery evolved from traditional rotating instruments to a new system of cutting bone that spares soft tissue and accelerates the healing process.

Alexandre Cadau: We are currently undertaking more revolutionary projects.

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.

Dental Tribune: Training courses are regularly offered at the Piezoscience Academy in Italy. Do you also offer courses in other parts of the world?

Fernando Bianchetti: All the clinical protocols and techniques developed for Piezosurgery are based on scientific publications endorsed by universities and credible specialists in the field of dental surgery. They confirm not only the benefits for the clinician, such as maximum surgical precision and wider intra-operative visibility, but also those for patients who suffer from less postoperative pain.

Alexandre Cadau: It is essential to be suitably trained in this technique. Therefore, we offer courses in Europe, Asia, as well as in North and South America. Last year, we opened a new branch in Phuket in Thailand that serves as the Piezosurgery training centre for the whole Asia Pacific Region.

With four regional headquarters, do you consider yourself a global cooperation?

Fernando Bianchetti: Certainly, our branches in Germany, India, and the Asia Pacific region report to our headquarters in Italy. In other countries, we have worked successfully with local dealers for almost ten years, and some countries even 20 years.
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 our 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."