Medidenta now offers refining and waste disposal

They are doing business the American way

Medidenta's roots are with precious metals and, as such, they have a deep-rooted commitment to the environment. They have developed a refining and waste disposal operation that is not only environmentally friendly but also profitable. The company has recently acquired a precious metal refining and waste disposal operation, which will now provide the entire dental community a service that will be unsurpassed in integrity and value, bar none.

Since 1944, Medidenta has morphed into a boutique of dental products where it daries to be different. Some of its products from the 1940s included copper bands, pre-fabricated jacket crowns and posts that sold for 15 cents each. And yes, the original product line even included Gavel, a pure gold filling material, to not mention genuine silver points for root canal obturation, which in fact was the endodontic standard of care in the "50s and "60s.

Some of these items can be viewed on the "Nostalgia" section on the company's Web site, www.medidenta.com. Medidenta's product line has been synonymous with value because of "direct to the dentist" pricing. The company's most significant breakthrough came in 1969 when Medidenta introduced the Giromatic®, the first automated device for root canal therapy; however, its start was with precious metals used in dental appliances and root canal therapy.

In July 2007, Robert Achtizer, an employee of Medidenta since 1973, became the sole owner, president and CEO. He has implemented many changes, from streamlining and improving customer service to increasing the research and development budget, which will result in some major dental product introductions in the coming months. Through personal hobbies and friends, Achtizer has developed a deep-rooted commitment to environmental issues facing our world.

"Precious metals are a natural resource of our Earth. Our planet has indeed experienced significant advances in technology, but not without a price because our environment is exhausting and neglecting its natural resources, and this will take an effort by all to save and conserve our natural resources for future generations," Achtizer said.

While some corporations have only just begun to initiate conservation and recycling procedures, Medidenta has already integrated these measures in its daily business operations, knowing it's extremely desirous to implement environmentally conscious changes within the dental community it has served since 1946.

As mentioned, Medidenta is announcing it has acquired a refining and waste disposal operation that will now be integrated into Medidenta's respected product and service line. This division will encourage recycling and create initiatives, internally and externally, that are kinder to the environment and enable dental offices to earn top dollar on precious metal scraps that are refined and recycled.

When Achtizer was asked, "Why refining and precious metals and recycling?" his response was, "Some of Medidenta's roots are with precious metals, and the overwhelming majority of our product line is, in fact, recyclable so this was a natural fit for us." Thus, Medidenta is currently offering some new services.

Refining precious metal scrap. Medidenta can now smelt and assay scrap to determine the precious metal content, and pay the dental professional the highest dollar amount within a week. As a bonus, the practitioner will receive valuable discount coupons for other products listed in the Medidenta catalog.

In-office amalgam separator. The BOSS Amalgam Separator offers up to three years of safety, convenience, simplicity and environmental compliance for the ultimate protection for the entire dental office.

Dental waste. Dental offices can now forget about expensive long-term contracts for disposal of dental waste. The company's Sharps PLUS system is very easy: Fill it. Seal it. Ship it! Everything is included, including the tape, at a substantial savings.

In an era of financial uncertainty and mistrust of public conglomerates, dental professionals have a trusted name like Medidenta. This family-run company that has served the profession for more than 65 years can now recycle products and facilitate their scrap and waste. This service offers a profit center for the entire staff because even old jewelry can be turned into instant cash!

Medidenta is the home for direct pricing and huge incentives. Take advantage of Medidenta's refining services and qualify for a bonus 10 percent off products, including current incentive programs available at www.medidenta.com.

The company wants your www.medidenta.com experience to be rewarding and pleasant. The Web site allows you to explore in more detail the new refining and recycling services and browse the general product catalog filled with time-saving, cost-effective products used in your everyday practice. You can browse the Medidenta site 24/7, and the company looks forward to serving all your needs today, tomorrow and well into the future.
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