We are currently undertaking more revolutionary projects
An interview with Mectron, the company which invented Piezosurgery

“Piezosurgery has certainly been one of the most important developments in the dental and medical field.”

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.

Monday 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.

Domenico Vercellotti: The innovation and how the company is reacting to the current market conditions.

Alexandre Cadau: Mectron 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. 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.

Wolf Narjes: Our Piezosurgery device is scientifically approved and we are consider- ed to be the only company in this field to have a clinical database on each available surgical instrument. All the clinical applications for the device have been studied, to ensure that there is no risk for users and patients and that the medical effects are always positive. Many companies have attempted launching similar products, but they are still missing scientific data or research regarding the effectiveness of their methods.

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.

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 visualisability, but also those for patients who suffer from less postoperative pain.


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

Domenico Vercellotti: The Academy was established by Prof. Tomaso Vercellotti to give scientific support to the Piezoelectric Bone Surgery. It is managing a training centre in Phuket in Thailand that serves as the Piezosurgery training centre for the whole Asia Pacific Region.

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 burs and saws. In addition, we collaborate with universities, to offer attending clinicians cadaver dissection courses that help them appreciate the surgical benefits.

It is essential to be suitably trained in this technique.”

Fernando Bianchetti: Considering that several companies are currently creating similar products, how do you plan to safeguard your position in this market?

Domenico Vercellotti: What distinguishes us from our competitors is the Piezosurgery Academy, which offers training courses and is positioned as a true education centre that serves to develop clinicians’ competences.

Alexandre Cadau: Patients are demanding improvements in surgical techniques and benefits for the clinician, such as more precise bone cutting, less trauma to the surrounding tissues, and shorter healing times. These requirements have led us to develop Piezosurgery, which is currently the standard surgical technique in several countries.

Wolf Narjes: It is essential to be suitably trained in this technique. Therefore, we offer courses in Europe, Asia, as well as 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?

Alexandre Cadau: Providing high-quality equipment and services worldwide is a major challenge. Mectron is already present in many European countries and in the Far East, but we are also setting up in South America and South Africa. In the coming years, we will focus on the development of new technologies and on training courses that are tailored to the specific needs of each country.

Wolf Narjes: Mectron is a global company with a strong presence in Europe, Asia, and South America. We have headquarters in Italy, which allows us to be close to customers and to our research and development centres. In the future, we plan to expand our activities in other parts of the world, especially in the Asia Pacific region, where demand for dental and medical technology is growing.

For more information, please visit our website at www.mectron.com.

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.
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.”

MECTRON PIEZOSURGERY® THE NEXT GENERATION: THE EVOLUTION OF A REVOLUTION!

NEW PIEZOSURGERY® 3 – FASTER, EASIER, MORE PRECISE!

mectron s.p.a., via Loreto 15/A, 16042 Carasco (Ge), ITALIA, tel +39 0185 35361, fax +39 0185 351374, www.mectron.com, mectron@mectron.com