

“Our goal is to offer solutions and products with a definite benefit for the practitioner”

An interview with Dr Martin Rickert, Executive Chairman Sanavis Group



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_The dental supplier SycoTec, headquartered in Leutkirch in Germany, acquired MICRO-MEGA, a French company with a long-standing tradition of excellence, in autumn of 2009. In February 2010, the Canadian company SciCan joined the duo. The merger of SycoTec, MICRO-MEGA and SciCan formed the Sanavis Group, which is now one of the ten largest suppliers of dental equipment worldwide. Executive Chairman Dr Martin Rickert spoke with **roots** about these new developments.

_roots: *Dr Martin Rickert, what does the name Sanavis mean and what new tasks has the merger brought to the group?*

Dr Martin Rickert: The word *sanavis* is borrowed from Latin and, simply translated, means "health and strength". The name is meant to illustrate that the group consists of companies whose main business segment is dental products designed to enable dentists and, consequently, patients to attain and maintain good oral health. Contemporary and innovative products are the foundation of our company strategy. Our main task is gradual orientation towards a joint fundamental strategy and the development of joint processes so that our customers can directly benefit from the advantages of this merger.

_Which advantages do you see resulting from this merger?

First of all, we are able to offer our customers an improved service. With a much greater regional presence, our customers now receive a far more regional and consequently more individualised service.

Furthermore, we are now able to coordinate sales of the individual companies much more effectively, thus making them more attractive to our customers. This will also affect the product development process and, in turn, lead to products that enable improved courses of treatment. Internally, we will be able to benefit from clear advantages in production, purchasing, logistics, administration and reporting.

_What are the individual companies going to focus on and which role will they play within the Sanavis Group?

Ergonomics and safety are the key features of all our future products. In this context, ergonomics means enabling the person providing the treatment to work as simply, efficiently and carefully as possible. Safety refers to minimising the potential for error during the course of the treatment and to the wide field of infection control.

MICRO-MEGA is our endodontic specialist, offering everything from root-canal instruments to filling materials. SciCan is our infection-control specialist, covering general practice hygiene, instrument sterilisation and infection control during treatment. Both companies have similar needs with regard to *dental drive technology*. Simply put, this term refers to technologies and products that make devices rotate or move, such as micro-motors, handpieces and turbines. SycoTec, an expert original equipment manufacturer, is our specialist in this.

_Let's look at the individual companies. MICRO-MEGA, the French manufacturer of high precision tools for root-canal treatments, has been setting world standards on the international dental market for over 100 years. Which product is considered to be state of the art at the moment?

With the Revo-S system for root-canal preparation, MICRO-MEGA undisputedly has the right to claim a pioneering role once again. Revo-S is a NiTi instrument system that offers unparalleled ease of handling for the practitioner with maximum protection against file breakage. The root canal can be prepared in a clever sequence with only three files. Easy-to-use upgrades are also available for complicated canal shapes. This system is a good example of the advantage of MICRO-MEGA's many years of experience in endodontics.

_... and SciCan complements the range of products with its full spectrum of infection-control solutions.



And the timing is excellent considering that the legal regulations with regard to infection control are increasingly becoming more stringent!

Infection control is becoming increasingly important, not only as a result of the regulatory requirements. SciCan offers complete solutions from A to Z. Dentists can rely on over 50 years of experience, which has led to products that offer maximum efficiency, consistency and safety. The rapid steriliser Statim is a great example. While it is easy to handle, economic and functional, its short cycle time is unrivalled. Furthermore, the new thermal disinfectant Hydrim impresses with its simple installation and economic operation. Naturally, all products adhere to all regulatory requirements.

—Owing to the financial and economic crisis, many companies have struggled to maintain their position in the international markets. Do you feel well positioned as a result of the merger?

In the difficult macroeconomic environment we have been experiencing in recent years, it is an advantage to be part of a strong group. We therefore feel very well equipped for the future, not only in terms of purely economic aspects, but also generally with regard to our future business. Our goal is to offer solutions and products with a definite benefit for the practitioner. Being a strong group makes this easier and provides greater future security.

—MICRO-MEGA and SciCan are internationally recognised brands that are constantly investing in research and development. The Sanavis Group is now a global player. How do you intend to take advantage of this?

Even though we have reached the size of a global player, we will continue to structure our business locally. However, we will now make use of our expanded network in the respective local branches. This applies to our research partners, as well as to sales and service. Moreover, we can now also tackle new developments that would have been too large for the individual companies. The main advantage surely is that we are now able to access the expertise of the partner companies for new developments. In the future, products will become increasingly digitalised and integrated, making the integration of different

product areas indispensable. A great deal can be expected of us in this respect.

—How will customer service be organised?

Customer service will be organised at local level, as has been the case up to now. Naturally, we will continue our existing, reliable partnerships. Furthermore, our customers can look forward to an extension of the services offered, as we are improving our presence for our entire product range, particularly in the German market.

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—Will the Sanavis Group appear under one umbrella at trade fairs and exhibitions in future?

Yes, this will be the case at the larger trade fairs, such as the IDS. However, a joint umbrella does not mean that the name *Sanavis* will be at the fore. MICRO-MEGA and SciCan will continue to form the backbone of the trade fair presence. However, the brands will exhibit at a joint booth.

—Which products will be in focus during the IDS and what new innovations can we expect?

We have already strengthened our development efforts and look forward to being able to present a large number of new products. These new developments include a new, rapid steriliser and advanced thermal disinfectants. We will also present new root-canal fillers. In the field of drive systems, visitors will be able to see a whole range of innovations, such as new micro-motors, handpieces and contra-angle handpieces, as well as motors with an innovative ergonomic design. I believe that never before have we been able to present such an explosion of innovations!