

Innovative user-friendly products at factory direct prices

Medidenta celebrates its 65th anniversary and President & CEO

Robert Achtziger celebrates his 35th anniversary with the company

By Dan Jenkins, DDS

Can you tell me about the genesis of the company since its foundation?

Frederick Benton founded the company in 1944. Benton was an original “carpetbagger” when he went door to door around Manhattan selling posts and temporary crowns. It was his intuitive eye that found the first automated device for endo treatment, namely, the Giromatic, and promoted it to general dentists, which brought affordable endo to the masses. Medidenta has since brought many more endo-related products to the market and is now well established as an innovative endo and handpiece company.

How will the company celebrate this big anniversary?

Showing customer appreciation with big discounts in 2009 because our loyal customers are the reason we have flourished for 65 years

Where is the company based and how many employees does it employ?

We are based in Woodside, N.Y., and the staff numbers 26.

Who are the major players in the company and how is it structured?

The company is privately owned by me, and I started with the company in 1973 as a shipping clerk and rose through the ranks to become the CEO and sole shareholder.

What exactly is the nature of the company's business?

We distribute and manufacture unique and proprietary dental and health care related products. We sell dental, medical and some beauty related products.

How would you explain the company, and by this I mean its main point, what you hope those who hear it will immediately connect to when they hear the company name?

Medidenta markets some unique and proprietary products directly to the end user and certain health care facilities, thus providing direct savings of time and money over the

conventional dealer or middleman.

What are the company's business goals, or what does it strive to provide to its clients?

We want to deliver quality, cutting-edge products with exceptional value.

Is the company involved in any charities or community outreach programs?

We provide some funding for local after school programs for children and community social activities.

What is the promise behind your brand?

Great value with personal attention.

Do you offer special promotions? What do these entail?

We generally run “no-nonsense” percentage discount pricing

How can people access your products, do you have a catalogue? How often is this updated?

We mail out a catalogue annually along with quarterly flyers.

Can they also view all products on line?

Our Web site is a comprehensive shopping location and has sustained dramatic growth the past two years to where we are also known as *Medidenta.com*.

What things are taken into consideration before Medidenta decides to carry a product?

Whether it is user friendly, time saving and cost effective for the busy professional.

What is involved in the decision process in terms of choosing products?

We have over 50 dentists who evaluate our products in their daily practice before we ever enter into full production.

What's new these days in terms of products you carry?

The CeraTorque handpiece, which is an ultra lightweight and precise speed control motor system for non-evasive operative dentistry and hygiene procedures.

Are you working on any new products right now to add to your brand?

Since the change of management in 2007, the company has made some substantial investments in new product development and we expect to launch several new products in mid 2009 and beyond. Product development requires a financial commitment coupled with the patience of trial and error.

How many do you add per year?

Considering we are a specialty company with a limited product line,

we generally try for one or two new products annually.

What do you feel are the most important concerns/hurdles faced in the area of dentistry today?

Containing overhead costs and attracting new patients.

What are the primary categories your products break down into?

Endodontics, handpieces, rotary medical devices and beautician products.

After 35 years with the company, do you have any words of wisdom to share?

“You can't always get what you want, but if you try sometimes, you just might find you get what you need.” Being in business for 65 years and now my own 35 years with the company I have to say its been a long, winding, and most gratifying road to success and happiness that the company enjoys, even in these most difficult times.

What are some of the hurdles the company faces in terms of marketing its products?

To remain competitive against the billion dollar conglomerates that can easily outspend us, but our product savvy and specialized personal customer service will keep our customers coming back for the value and satisfaction we provide

What makes your company stand out from the crowd?

Personalized customer service where you are a name and your business is truly appreciated.

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