

# They make more than great wines in Bordeaux



In 2004 Gunz Dental and the Acteon Group ran a competition for one lucky person to win a trip to Bordeaux, France's famous wine region. That lucky dentist was Dr David Chan from Queensland. Here's what Dr Chan had to say about his trip!



"Thanks to the generous support of Gunz I had the pleasure of going to visit a dental materials factory in Bordeaux, France. The International Marketing Manager of Pierre Rolland, Philippe Lucas, met me at the 'Charles de Gaulle' Paris airport. Fortunately, my wife and I had coincidentally planned to have a holiday trip in France at about the same time, so thankfully the invitation to tour their facilities extended to my wife as well.

Philippe very kindly explained the structure and general overview of the growing Acteon Group. The Acteon Group actually consists of three companies, namely Satelec, Pierre Rolland and Sopro. Acteon is a specialist dental company that supplies various products including well-known Expasyl, Satelec equipment, intraoral cameras and mini LED curing lights. It also supplies impression materials to the local market.

Acteon is a rapidly growing company; exporting dental equipment and materials all over the world. They have 3 production sites in Europe alone and 250 distributors around the world.



At the Acteon premises I was introduced to the head of the pharmaceutical department, Erik, and the training and product manager, Pascal. There I had the privilege of being introduced to the people, protocols, procedures, and products that the factory offered. We had not only a view of their current products, but also the development and advancement of different LED curing lights and ultrasonic scalers. It was interesting the amount of work that goes into running a factory such as that. The protocols associated with obtaining raw materials to the assembly and manufacturing of the products are well developed and strictly followed."

## Watch this space!

Gunz dental through promotions in 2005 will be bringing a little bit of Bordeaux to you. Look out for special deals on the Acteon products.

# Who is Acteon?

Satelec is the brand name Gunz Dental brought to Australia in 1988. A strong relationship has been developed over these 17 years. We thought the history of Satelec and the creation of the Acteon Group would interest our readers.

- 1946 - Foundation of Laboratoire Pierre Rolland
- 1970 - Foundation of Satelec in Bordeaux, France
- 1978 - Satelec joins the Sanofi Group
- 1984 - Establishment of the current Bordeaux site.
- 1986 - Pierre Rolland laboratory joins Satelec in Bordeaux
- 1991 - Satelec - Pierre Rolland leave Sanofi Group through a leverage management buy-out.
- 1993 - Foundation of Satelec Medical - launch of the ultrasound surgical scalpel - the Dissectron.
- 1998 - Acquisition of Autoclave production in Bilbao. Acquisition of Amadent company in Philadelphia. EC Marking for all products
- 2000 - Launch of product Expasyl and purchase of the Riskontrol company.
- 2001 - Sale of Satelec Medical, acquisition of Sopro S.A. - specialising in intra oral video and medical endoscopy
- 2003 - Acquisition of SED-R - curing lights and tooth whitening devices

Thanks to the combined efforts of a highly motivated and experienced team (450 employees), its representatives and distributors worldwide, Acteon Group is continuing its advance on the world market. The main production sites are in Bordeaux (Satelec and Pierre Rolland), Marseilles (Sopro) and Bilbao (Satelec).

Acteon Group has designed and marketed a complete range of electronic dental equipment for more than 30 years.



The **SATELEC** products are used worldwide and the company is a leader in piezo-electricity and ultrasound technology.



**PIERRE ROLLAND** (the manufacturer of Expasyl and Riskontrol) offers a broad choice of dental consumables and products.



**SOPRO** (a company acquired in 2001) designs and markets intra-oral video and medical endoscopy systems through its network of distributors.

Since the outset, Acteon's task has been to constantly identify the needs of the dental and medical field and to create innovative solutions to upgrade quality of care.



The **ACTEON GROUP** works in close cooperation with university clinicians and dental experts worldwide. Their research and development activities concentrate on developing new products that assist in new treatment solutions.

As they pay close attention to its customers' needs, ACTEON GROUP develops dental technologies that really benefit practitioners and patients.

