

INTERVIEW

– The company director, Edgar Schönbächler, shares his vision of Bien-Air –

"Accuracy and quality are part of the DNA of this region"

With iChiropro, you have launched a revolutionary system onto the market. What was the vision behind this move?

We wanted to offer a implantology and surgery system with entirely new functions which would help simplify practitioners' lives. We are offering a versatile system, which can be adapted to the specific requirements of each practitioner. Just as the iPad offers its users a new experience, we are doing the same with iChiropro.

How will the lives of practitioners change?

iChiropro will radically change their work flow. Not only does it have the best performing motor on the market, it is also a tool which enables them to dedicate their time to the most important tasks by automating the "cumbersome" processes relating to operations. In fact, they will no longer need to modify parameters during operations, nor worry about documenting their work as this task will automatically be performed by our system. Furthermore, the beauty and high quality of the product help build the relationship of trust between the dentist and patient. Its design fits perfectly into modern dental surgeries.

What is your company's philosophy?

Since our inception in 1959, we have always wanted to design and produce the best instruments, to facilitate the work of practitioners and improve patient comfort. We specialise in rotary instruments and, because the scale of our business is still quite intimate, we know our customers extremely well. Therefore we are able to meet their needs better than any other company. This means that we can design our products to be integrated into increasingly complex dental surgeries, where digital technology is becoming ever more prominent.

Which instruments and technologies have made your company successful?

Everything began with the creation and commercialisation of the very first reliable turbine. The products we have marketed have become symbols of quality for practitioners: whether that be the Gyro air turbine, MC1, MC2 and MC3 micromotors, Chiropro technology... our values have remained the same over the years: passion, innovation, precision, commitment. We can now rely on over 50 years of tradition and innovation.

Your activity takes place in the heart of Watch Valley, which is the birthplace of the "Swiss Made" reputation: what influence does this region have on your business?

Accuracy and quality are part of the DNA of this region. Our employees have been raised and trained in this culture of excellence and reliability. These requirements are very demanding: this is how we can guarantee that we will always be one step ahead of our competitors. In this region, we also benefit from training centres of exceptional high quality thanks to the watchmaking industry, whose influence extends across the culture of the entire region. To keep our employees up to standard, we also run our own training sessions.

You have once again made huge progress in implantology and surgery. How do you view the future of your company?

We plan to carry on doing what we already know how to do better than all of our competitors and to adapt our products to the real-life situations of present day dental surgeries. We will continue to develop solutions and systems with the same vision: offering innovative products which always provide a benefit for both the user and the patient.