



Swiss Dental Diamond  
since 1968 by Vanetti SA



**New edition 2011**

# manual

Dental Rotary Instruments





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## Dia-Tessin Company Profile

### Quality, Rapid Deliveries, Customer Support

This business, which is based in Gordevio (in the Maggia Valley) was set up by Bruno Vanetti in 1968 and has been run since 1995, when it was transformed into a limited company, by his son Pablo, who has been working in the family firm alongside his father since 1987. It is specialized in the manufacture of rotary instruments for dental surgeries and, during the initial year of its existence, was active primarily on the Swiss and Italian markets. In the course of the 1990s, especially after Pablo Vanetti became involved in managing it, the company, although retaining its size (a headcount of eight, including the proprietor) and its nature as a family-run business, has progressively expanded its market to reach international dimensions. After Gintas & Vitalija Bertasius reached the company in 1996, as sales manager for the Ex-URSS countries, a new big market has been opened. Today, products bearing the Dia-Tessin brand are sold not only in Switzerland and Italy but in all of the following countries: United Kingdom, Portugal, Spain, France, Germany, Austria, Liechtenstein, Greece, Turkey, Iran, Slovak Republic, Albania, Bulgaria, Romania, Yugoslavia, Bosnia Erzegovina, Kosovo, Estonia, Lithuania, Latvia, Poland, Ukraine, Russian Federation, Kazakhstan, Uzbekistan, Czech Republic, Japan, South Korea, Hong Kong – China, Thailand, Australia, United Arab Emirates, Saudi Arabia, Jordan, Syria, Lebanon, Ecuador, Costa Rica, Chile, Colombia, Venezuela, Bolivia and Brazil. Vanetti SA promotes its products through its active participation in international trade fairs, through mailings and through the use of advertising inserts. Above all else, however, its sales may be ascribed to the "references" provided by its established customers, who are evidently highly satisfied with the service they have been receiving. Vanetti SA also makes full use of computer systems and, as of 1999, is to have its own web site. In order to make sure it obtains the quality that is essential for marketing its products, whilst remaining competitive in terms of prices, Vanetti SA has pushed the automation and rationalization of its manufacturing process as far as it can. In this context, the certification procedure has proved useful for the purpose of reorganizing the company – a process the proprietor has already launched of his own initiative beforehand. The company's policy can be reduced to a simple-sounding formula: top-quality products with short delivery times (a week at most), rapid processing of complaints, support for customers in making the Dia-Tessin brand even better known, reducing scrap to an absolute minimum and guaranteeing perfect harmony throughout the whole company.

