

Interview

## Every dentist in our territory knows the quality of Morita

**The worldwide #moritafamily also includes our distributors. One of them is Incotrading S.A., based in Madrid, Spain. The specialized trade company was founded in 1987 and, with around 50 employees today is dedicated to importing and distributing medical and dental equipment in Spain, Portugal, and Latin America. We spoke with Managing Director Andrés Gómez Yanguas.**

### **Mr. Gómez, how is your company positioned?**

Incotrading was founded in 1987 and has 47 employees. We import and distribute products for the dental and hospital sectors. And we are the exclusive distributor of Morita products in our main markets - Spain and Portugal and also some countries in Latin America. Incotrading is not selling directly to the dentist. We are distributing to dealers or sub-dealers. Nevertheless, it's us that take care of the after-sales services and technical services via our subsidiary Incosat. (Technical support, installation, etc.) Moreover, we cooperate with after-sales services outside the company. We take care of the end user, and even though we don't sell to them directly, we make service and maintenance contracts with them, to try to keep the devices in perfect condition all the time.

### **Do you support Morita's complete product portfolio?**

Let's put it that way. The only dental product category we don't have in our portfolio is the treatment units. This is because the dealers we work with all sell their brands in the dental unit sector. So, we would be in a competitive situation if we had Morita dental units in the portfolio.

### **How did your partnership start in the first place and why did you choose Morita?**

We are an exclusive distributor for J. Morita Europe since 2006. Morita had a very good reputation for their endo devices since the beginning. When they came to Europe with radiology, we started to take a very close look at their imaging devices and the image

quality. At that time, we had another Imaging brand in our portfolio, but once we got to know the Morita imaging solutions we decided to change to Morita. At that time Endo devices were distributed by another company. But once we started to grow up with Morita in radiology, the company decided we should also represent their endo devices and we signed an agreement. Today we are representatives of Morita for Endo devices, radiology, and handpieces. We are very happy with the Morita brand for two main reasons: Morita provides excellent quality and they are innovative. Every new device and feature Morita develops is better than its predecessors.

**What is Morita's reputation among dentists in your sales region?**

In the beginning, Morita was only known for their Endo-devices. Step by step and year by year, we have expanded Morita's brand awareness beyond endodontics and increased sales. Nowadays, every dentist in Spain knows the Morita brand, and he also knows that this high-quality product has its price. The quality of Morita products is beyond any doubt.

**Where do Morita products differ from those offered by competitors?**

Key differentiators include the unmatched image quality of Morita X-ray equipment and the highest precision of endo solutions. The longevity of Morita products is also legendary (even if the seller doesn't like to hear it). Morita devices have very long service lives. They do not need to be replaced after 4 or 5 years. This pleases the users and shows them that their investment in the high Morita quality has paid off.

**The distribution area of Incotrading is huge. How do you organize yourself?**

We work with various sub-trade companies to cover the large distribution area. In the field of imaging systems, however, we have our people for after-sales service and a commercial team. This means that the sub-dealers have a mediating role here. They introduce us to the users and we take care of everything: We install and explain the device, we do the economical proposal, and we provide the guarantee and after-sales services.

**Is there anything you would like to improve?**

The thing we would like to get better at is identifying more Key Opinion Leaders in our territory. That's an important goal to us because doctors rely on each other's recommendations more than on the voice of the manufacturers or trading companies.

**If you take over all these customer services, you will, after all, need well-trained personnel. How closely do you work with Morita on this?**

Particularly in imaging systems, we are dealing with very complex issues. In the beginning, we needed more intensive support from Morita here. Today, we have very good product specialists on board who know "their" systems very well. Nowadays, software often makes up 90% of the product, and you have to be constantly up to date. To ensure that our product specialists remain true specialists, they naturally also receive regular training from Morita - at least twice a year. This takes place both at our site in Madrid and at J. Morita Europe in Germany.

**How did you maintain close contact with the #moritafamily and end customers during the pandemic?**

During the pandemic, it wasn't very easy. The dental field in Spain was only closed for 6 weeks and the dental clinics then continued their work, but our connection was more difficult because we did not have access to the practices and clinics. So we had to catch up the communication with the customers by phone and video call. Sales then also plummeted at the beginning of the pandemic but recovered quickly after 3-4 months. After all, the patients had to be treated and the dentists needed equipment to do so. Despite the obstacles due to travel restrictions, we were able to provide a very high level of service.

**What's the bestselling Morita product in your area?**

In Radiology our bestseller is very clearly the Veraview X800. It also won a design contest in 2019. We can see that in addition to quality and ease of use, the design also contributes to the popularity of a product. Talking about endodontology, Morita has an endo motor with features that others don't have: Tri Auto ZX2. We are proud that we have great products like this in our portfolio.

**How satisfied are your customers with Morita products? Do you get their feedback easily?**

It is not possible to achieve lasting one hundred percent customer satisfaction. Nevertheless, our customers are very satisfied. They tell us that they very much appreciate the high quality of both the products and our service. They are also pleased with the longevity of the systems and the fact that they hardly ever have to replace a defective device. But it is precisely when a device is at the end of its life cycle or does become

defective that we receive the most honest feedback from our customers. That's when they come back to us and choose Morita again. You can't get more honest feedback than that. And when they then talk to their colleagues about the high quality of their equipment, that is the very best advertising for us. That's how we sell best: by word-of-mouth.

**How close is your relationship with Morita? Do you see each other regularly?**

Morita and Incotrading have been true partners from the beginning. We have a close relationship with our contractor J. Morita Europe and are of course in very regular contact. We exchange information with Morita's technicians every week, for example. But our relationship with Morita should not be thought of as that between a manufacturer and a customer. Incotrading is more like an extended arm of the manufacturer. To be honest, we think of ourselves as "Morita Iberica." Morita and Incotrading simply belong together.

**What do you think about #moritafamily?**

#moritafamily is not only a good motto; it describes what we all feel. We are a family and Incotrading stands for and is fighting for this family in Spain, Portugal, and Latin America. We are part of it, we help create and grow the #moritafamily.

**Mr. Gómez, thank you so much for this interview.**

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## **About Morita:**

The Morita Group is one of the leading manufacturers of medical technical products. The traditional Japanese company, with sales companies in Europe, USA, Brazil, Australia and Africa, provides a wide range of products. Leading the way in X-ray diagnosis and endodontics, the product portfolio offers high-performance imaging systems, including 3D volume tomography, treatment units, turbines, straight and contra-angle handpieces, instruments, and endodontic measuring and preparation systems. With a great emphasis on quality and continuous research, over 2,000 employees worldwide focus on the needs of users and dentists. In this way the spirit of Junichi Morita, who founded the company in 1916, lives on. Morita, now in its third generation of family ownership, is under the management of Haruo Morita.