



## PRESS RELEASE

### PIERREL LAUNCHES ORABLOC® NEEDLES IN THE US

**Capua (CE), 12 April 2022 – Pierrel S.p.A.** (Ticker: PRL), global provider of the pharmaceutical industry, announces that its subsidiary Pierrel Pharma **has launched on the American market a new product completely made in Italy: Orabloc® dental needles.**

The marketing of dental needles represents a further step in expanding the product portfolio in the anesthetics sector under the **Orabloc®** brand; this process was started in 2021 with the launch of the **Orabloc®** Needlestick Safety System, an innovative device for protection against needles, which joined the anesthetics made in Pierrel.

Perfectly in line with the Orabloc® brand identity are also the quality characteristics, guaranteed by production and technology made in Italy. Pierrel's production partner is the Italian company Tecnofar S.p.A, which is a stainless steel processing company, based in the province of Sondrio, with production carried out only in Italy.

Dental needles will be available in 5 types, each of which is associated with specific anesthesia needs in the dental field. The packaging was designed with the aim of maintaining brand identity, using the same brand image as the anesthetics packaging, with different colors associated with the different types, thus facilitating the dentist when choosing the needle.

The needle cannulas are made of stainless steel with ultra thin wall, triple-sharpened tip, and silicone-coated to ensure a painless injection to the patient.

The needles will be marketed in the US and a market analysis is underway to extend distribution to other territories.

Fabio Velotti, CEO of Pierrel Pharma, stated: *"The launch of the needles contributes to the success of Orabloc as a reference brand for anesthesia for American dentists. Our pay off on the market is: Italian technology and quality for a pain-free injection experience, alongside with the one for the anesthetics: the only dental anesthetic made in Italy, proudly carrying the flag of Italian quality in the sector of anesthesia in the US".*

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**Pierrel S.p.A.** is a pharmaceutical industry provider specializing in the development, production, registration and licensing of synthetic drugs - regional local anesthetics - and medical devices for the oral health sector. Based in Capua (CE), listed on the EXM market organized and managed by Borsa Italiana, Pierrel is authorized by EMA (*"European Medicines Agency"*) and FDA (*"Food and Drug Administration"*) for the aseptic production of injectable drugs. After over seventy years of experience, Pierrel is one of the world's leading manufacturers of own-brand dental anesthetics, including **Orabloc®** marketed in most of the world markets, such as *Canada, USA, Russia and Europe* and with a significant market share in the USA. Real time information on the company and all press releases are available on the new website [www.pierrelgroup.com](http://www.pierrelgroup.com)



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