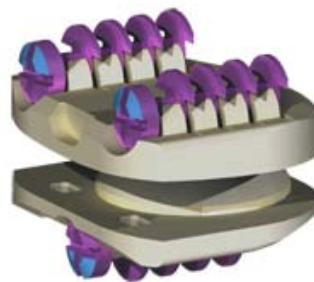


2010

newsmaker



“Pioneer has fostered a rich culture of innovation since its 1992 founding and has evolved to become a dynamic, research-driven medical device company delivering highly-differentiated spine and orthopedic devices.” - Charles Rothstein, Founder/Senior Managing Director, Beringea





Pioneer Surgical Moving Some Operations To Texas

By Matt Roush

January 31, 2010

Marquette-based Pioneer Surgical Technology Inc. Friday said limited commercial airline service in the Upper Peninsula was prompting it to open an office in Austin, Texas.

In a statement, the company said the new office, to open April 1, "provides Pioneer greater recruiting access to industry professionals who will help further the growth and development of Pioneer's Spine Division. In addition, the move provides greater strategic access to key spine markets and enables the company to offer stronger logistic support to surgeons and its growing spine sales force."

Pioneer president and CEO Jeff Millin said in a statement: "Logistically, Sawyer International Airport sufficiently addresses our global shipping requirements but limited commercial flights make it difficult for us to engage with surgeons, customers, and sales reps on a timely basis. This strategic move allows us to overcome these barriers."

The company didn't say how many people would work in the Austin office or whether the move would cost jobs in the Marquette area. Millin didn't respond to a phone call seeking comment. The release continued to refer to Marquette as the company's "global headquarters," and said that its commitment to the Upper Peninsula economy "remains strong."

The company said it continues to support education programs at Northern Michigan University.

The company, founded in 1992, expanded its manufacturing plant and offices to 110,000 square feet in 2007.

Pioneer Surgical manufactures and markets spinal and orthopedic medical devices to hospitals and surgeons. It has more than 120 United States and foreign patents, with numerous patents pending. It employs more than 270 people, mostly in the Marquette area.

More at www.pioneersurgical.com.

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AUSTIN BUSINESS JOURNAL

Medical device maker bringing 30 jobs

February 19, 2010

Medical device company Pioneer Surgical Technology Inc. is opening an outpost in Austin that will create 30 jobs.

Pioneer Surgical, based in Michigan, has leased an 11,000-square-foot building in Northwest Austin, which will house marketing and sales and portions of its product development group. It will also enable the company to further grow its spine division. It plans to open the office in the second quarter 2010.

Rick Whiteley with Oxford Commercial represented Pioneer Surgical in the real estate transaction.

Founded in 1992, Pioneer Surgical's portfolio of technologies include spinal, orthopedic and biologic products.

"We are thrilled to become a part of Austin's growing medical device community," Pioneer President and CEO Jeff Millin said. "Having a strategic base of operations here in addition to our Marquette, Mich., headquarters allows us to take advantage of Austin's proximity to talent and technology, while still maintaining a strong connection to our successful heritage. This is a critical component of Pioneer's future growth plans."

Opportunity Austin, the Austin Chamber of Commerce's five-year economic development initiative, played a role in attracting the company to Austin.

"We are excited about Pioneer's decision to invest in Austin by locating its next facility in Central Texas," said Tim Crowley, chairman of Opportunity Austin and president of Frost National Bank's Community Banking Group.



New Product From Pioneer Surgical Technology

By Matt Roush

March 4, 2010

Marquette-based Pioneer Surgical Technology Inc. Thursday announced the launch of its Contact Anterior Lumbar Plate. This plate provides a one-step locking mechanism along with back-out protection and controlled screw toggle.

"We have been extremely pleased with the positive responses we have received from our product evaluators," said Pioneer CTO Chip Bao. "This product completes the Pioneer solution for anterior fusion procedures and the unique instrumentation platform provides the opportunity for greater OR efficiency."

Pioneer Surgical is a medical device firm founded in 1992 that now has more than 130 U.S. and foreign patents, with numerous patents pending. The company has a comprehensive portfolio of orthopedic, spine and biologic systems.

More at www.pioneersurgical.com.

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Marquette's Pioneer Surgical Acquires New Technology

By Matt Roush

October 10, 2010

Marquette-based Pioneer Surgical Technology Inc. and SpineSmith LP Friday announced a deal in which Pioneer Surgical will acquire exclusive rights to manufacture and distribute the Cequence anterior cervical plate. As part of the agreement, Pioneer Surgical will become the manufacturer of record and offer the Cequence system through its existing sales network, while adding SpineSmith as a distributor.

Said Jeff Millin, Pioneer Surgical CEO: "Cequence will play an immediate and strategic role in our efforts to expand our portfolio of spine products, providing greater service to our existing and future customers."

The agreement was effective Oct. 6.

The Cequence anterior cervical plate features a simple, strong and reliable screw locking mechanism, multiple screw options and an intuitive set of instruments designed for efficient implantation.

"This deal is a win for both companies," said Kevin Dunworth, SpineSmith CEO. "It enables SpineSmith to expand sales of Cequence and accelerate the development of innovative products. In the two years that Cequence has been on the market we have seen a high level of interest and adoption among our surgeon customers. We look forward to Cequence realizing its potential."

Pioneer, founded in 1992, has more than 130 U.S. and foreign patents, with numerous patents pending. The company has a comprehensive portfolio of orthopedic, spine and biologic systems.

More at www.pioneersurgical.com.

Founded in Austin, Texas, in 2006, SpineSmith designs, develops and markets implants and biologics for surgical fixation, correction and tissue regeneration of the spine.

More at www.spinesmithusa.com.

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Pioneer Surgical To Manufacture in Ireland

By Matt Roush

October 11, 2010

Marquette-based Pioneer Surgical Technology Inc., a leader in innovative medical devices, announced the company's plan to establish a manufacturing and distribution center in Ireland.

Pioneer has initiated discussions with the Ireland Development Authority to evaluate potential sites with target opening in the fourth quarter of 2011.

The new center will support Pioneer's continued growth in Europe by establishing a manufacturing facility within the EU. In addition, the center will allow for the manufacturing of devices intended for sale outside the United States and allow for more responsive delivery of products in the European market.

Pioneer vice president of operations Brian Motter said that despite the move, its current headquarters manufacturing plant in Marquette will "continue to grow." The Marquette headquarters currently coordinates activity at physical properties located in Raleigh and Greenville, N.C., Woburn, Mass. and the Netherlands.

Motter said that "the ability to provide products from a European facility is an essential part of our worldwide growth initiative. Having established a European presence with the opening of our offices in the Netherlands in 2006 we will continue to grow in Europe and the rest of the world. This facility will enable us to be more responsive to customers outside of the United States."

In 2007, Pioneer expanded its facility in Marquette to more than 110,000 square feet to support continued growth in spinal and orthopedic operations.

More at www.pioneersurgical.com.

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