

Demetra Marks 10th Anniversary with New Brand Identity and Unified Vision for the Future of Global Health

MILAN, Italy — 2026 — Demetra is marking its 10th anniversary with a new brand identity that reflects a decade of global growth in medical equipment and health research. The updated identity signals the company’s continued commitment to advancing technologies that improve patient outcomes.

From its inception, Demetra was founded as a collaborative hub focused on excellence. “We created Demetra to bring together different competencies, multiplying energy and vision to improve people’s lives,” Founder **Denis Faccioli** said “Today, that idea is a concrete pathway defined by innovation, courage and extraordinary people.”

A New Identity for a Transforming Organization

As Demetra enters its second decade, it is unveiling a refreshed brand system, including a redesigned logo and a dynamic visual language inspired by technology, energy and interconnectedness. “This evolution reflects our continued commitment to human well-being,” CEO **Michele Perrino** said. “In our field, progress only matters if it improves lives.”

A Decade of Measurable Global Impact

Over the past 10 years, Demetra has expanded its international footprint and strengthened its position in clinical and scientific sectors. The company has established leadership in treating periprosthetic infections and accelerated development in spinal surgery technologies, extending its expertise into new therapeutic areas and markets.

Key achievements include:

- **Global presence:** Operations in 114 countries
- **Clinical impact:** More than 11 million prosthetics fitted using Demetra orthopedic bone cement, and 6 million vertebrae repaired with Demetra spinal cements
- **Treatment leadership:** More than 200,000 joint infections treated
- **Innovation footprint:** 66 patents and more than 250 published scientific studies
- **Investment in research:** Ten percent of annual revenue reinvested in research and development; R&D staff represents 16% of company personnel
- **Sustained growth:** Compound annual growth rate above 10%, with projected 2025 revenue of €111 million

Entering a New Chapter of Growth

Demetra is also preparing for the next phase of expansion, supported by a strengthened identity, integrated governance structure and continued global reach.

“This new chapter confirms our intention to develop transformative technologies,” Perrino said. “Our focus remains clear: the life and well-being of the people at the center of every decision we make.”

We are Demetra. Life Driven Technologies.

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