

Bianco Brothers Instruments: Building on a Half-Century of Doctor Relationships

By Stephanie Kloos Donoghue

For more than 50 years, podiatrists seeking fine-quality instruments have turned to Bianco Brothers Instruments. The company manufactures high-quality nail cutters, surgical instruments and beauty implements and provides parts as well as sharpening services.



Vincent Bianco

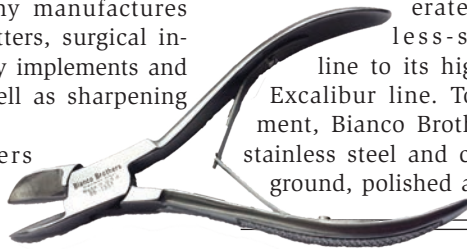
Bianco Brothers recently moved its New York location from Brooklyn to a new, state-of-the-art facility on Staten Island. The building is more accessible and efficient, says Vincent Bianco, co-owner of the company with his brother, Joseph. From the new building, the company provides both on-site and mail-order services to DPMs. “Our doctor-customers are the finest in the world,” says Vincent Bianco, recognizing that his DPM

“The doctors like the products we’re producing, and they love us for our service.”

clients may see a patient’s circulation or diabetes-related issue long before a cardiologist or general practitioner might. “And these doctors help each other be better.”

Made in the U.S.A.

Bianco Brothers Instruments started in 1972 with a small sharpening service in Brooklyn owned by John Bianco, the brothers’ father. John Bianco introduced his sons to the business in 1982. At first, they imported instruments from overseas until the early 1990s, when they noticed a deterioration of quality and decided to start manufacturing the instruments themselves. “We have been able to create better quality instruments than the ones we used to buy from Germany,” says Vincent Bianco. Parts are cast in Pittsburgh, Pennsylvania, and finished in New York. The company has started manufacturing its patented screws at the new facility as well. Today, the company proudly displays



“Made in the U.S.A.” on its packaging, website and promotional material.

The company offers “a line for everyone,” says Bianco, from a moderately priced stainless-steel economy line to its high-end cobalt steel Excilibur line. To create each instrument, Bianco Brothers starts with the finest surgical stainless steel and cobalt steel blanks. The blanks are ground, polished and hand-honed to razor sharpness.



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There are approximately 20 different Excilibur scissors in the blade collection, 30 types of surgical scissors and 40 types of Bianco Brothers nippers.

Customer Relationships Are Key

Bianco Brothers’ close relationships with its DPM customers allow the company to respond quickly to their needs, adding new instruments based on doctor feedback and evolving treatment and surgical protocols. And the company is responsive to any problems the doctor may have with an instrument. “If the instrument is at fault, we’ll either fix it or replace it,” says Bianco.



Recently, retired podiatrist Marc Messenger, DPM, invited Vincent Bianco and another vendor go fishing for white marlin in the Florida Keys. Dr. Messenger had been a client of Bianco Brothers Instruments for about 25 years before he retired. “The doctor didn’t want anything from us except to have a great time,” says Bianco.

The on-site sharpening service allows him occasionally to meet doctors face-to-face, strengthening relationships and allowing doctors to see the caliber of Bianco Brothers’ workmanship up close. There has often been a “line out the door” with podiatrists—as well as salon personnel, restaurateurs and others who rely on the company’s high-quality instruments—waiting to get in, says Bianco.

“Made in the U.S.A. is not only a slogan, but it represents quality and value,” he says. “At the end of the day, we feel like we’ve really achieved something. The doctors like the products we’re producing, and they love us for our service.”

For more information, go to biancobrothers.com, [click here](#), or email biancob@aol.com, or call 718-680-4492.