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## SABINO DE POMPEIA

CEO IN ULTRA-CONTROLO

**“AS WE ARE PORTUGAL, THE REST OF THE WORLD  
EXPECT US TO BE CHEAP.  
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THE RANGE EQUIPMENTS AND THAT HAS A PRICE”**

FOTO: DAIS QUINTELA





# 30 YEARS OF EXPERIENCE PLACES ULTRA-CONTROLO LIGHT YEARS AWAY FROM THE REST OF THE MARKET

With headquarters and factory in Sintra, ULTRA-CONTROLO manufactures and installs medical oxygen production plants, vacuum plants, medical compressed air plants, oil-free air compressors and complete vacuum and compressed air systems for industrial use. 30 years after its founding, it continues to draw on themes such as innovation and technology. Speaking to Revista Pontos de Vista, the CEO, Sabino de Pompeia, analyzes how the company has become a reference in Portugal and in the world.



FOTO DIANA QUINTELA

SABINO DE POMPEIA

**P**ortuguese industry began to be the first sector to be served by the company that was dedicated to the areas of vacuum, compressed air, gas filtration and control of industrial processes. Later, the possibility of working in the health sector in the area of medical gases used for respiratory support, life support equipment, anesthesia, resuscitation, and surgical and surgical instrumentation was also developed.

ULTRA-CONTROLO is the first Portuguese manufacturer of medical gas plants, certified according to the European Directive 93/42/EEC and the first Portuguese manufacturer of totally oil-free air compressors. Today, with more than 30 years of experience in the production of medical oxygen production plants, vacuum plants and compressed air plants for hospital applications, the company continues its successful trajectory since it

began as a representative in Portugal of brands worldwide famous as the Rietschle - a vision of the CEO, Sabino of Pompeia.

This is, above all, a sensitive area. We ser talking about equipments that produces medicinal gases considered as medicines, and therefore, they must comply with the highest standards of safety, quality and efficacy.

Sabino de Pompeia began his professional activity in 1979 in the industrial and hospital area. In 1981 he began working with world-renowned brands, founded the company in 1987, and in 1989 the doors to the medical field were opened.

In the industry, ULTRA-CONTROLO became a specialist in Centralized Vacuum Systems, which made them become market leaders in Portugal for nearly two decades. In 1986, with the well-known brand Rietschle, currently with the name Elmo-Rietschle,

which belongs to one of the largest international groups of compressed air and vacuum, the Gardner Denver group, ULTRA-CONTROLO conceived the first vacuum plant, which still operates at the Capuchos Hospital in Lisbon.

Sabino de Pompeia introduced completely innovative technologies in Portugal with the implementation of centralized vacuum systems for continuous operation throughout all portuguese industrial market.

Industrial companies of envelopes and graphs such as Porto Editora, Gráfica de Coimbra, Editorial of the Ministry of Education, electronic industry like the old Ford Electronics, Grundig and Delphi or glassware such as Crisal and Santos Barosa, among thousands of Portuguese companies, continue to have the technical support of your company.

The company was divided, at a certain point, due to the exponential growth that it had, in two aspects: the standard products and the development of equipment for export.

In the industrial area, one of the major milestones was the introduction of centralized vacuum systems, which led to increased machine productivity, a substantial reduction in energy costs and a significant improvement in the working environment of people with drastic machines noise reduction. In 1989, ULTRA-CONTROLO began working with hospitals and this has been a well-traveled route. Today, there are more than 500 medical gas plants installed in Health Units, in Portugal.

In 1991, ULTRA-CONTROLO were the first company to install a totally oil-free medical air system in a private hospital in Lisbon. ULTRA-CONTROLO was also the first company to install air-treatment systems with refrigeration drying and adsorption, as well as high-efficiency filtration chains in breathable air networks in hospitals. In 1997, ULTRA-CONTROLO introduced the concept of total oil exemption in hospital networks and since then, began to supply hospitals with this type of technology.

The first Portuguese health unit to receive this top-of-the-range equipment was the Hospitam Militar Principal located in Lisbon, which was followed by the Red Cross Hospital, the Portuguese Navy Hospital, the Hospitals of the University of Coimbra, and more recently the Hospital of Braga and the Hospital of Santo António, in Porto.

The CEO of ULTRA-CONTROLO stated that his professional attitude has always been shaped by trying to satisfy the requests of those who demand it, always placing the highest quality. Sabino de Pompeia has replicated and enhanced the know-how obtained through visits to its representatives factories where it has been in contact with the best international practices. There has been a lot of progress, but every single step, was made thinking "how we could improve the work of those who use our equipments?"

In the hospital sector, ULTRA-CONTROLO was the first to install CO and CO2 retention systems. "We noticed that the medical gas plants were placed close to car parks, which meant that there was a higher concentration of monoxide and carbon dioxide, which affected the air quality on a large scale. Hence the need to invest in the installation of air treatment systems that reduce the content of these gases to the levels required by the European Pharmacopoeia".

Portugal has always shown financial difficulties in the hospital sector and one of the company's main concerns was to install systems that would effectively reduce operational costs, while at the same time being of high quality and reliability.

From a very early stage, ULTRA-CONTROL has focused on the training of engineers and technicians of Portuguese companies as well as hospital engineers in order to work more efficiently with the equipment and to comply with the proper maintenance procedures to guarantee their operability and their longevity.



RODOLFO DA SILVA

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### PIONEERING IN OIL-FREE COMPRESSORS

"Since 1997, I started field work to install oil-free air compressors in Portugal, which at that time was practiced only in Switzerland. As soon as I saw them I thought it would be best for hospitals."

Oil-free compressors eliminate the risk of air contamination, reduce operational maintenance costs in compressed air treatment, and reduce energy costs.

"Since then I have been promoting the concept of total oil exemption in hospital networks. The initial investment is actually more expensive compared to traditional lubricated compressor systems but in fact it is an investment in a lifecycle of equipment that will last 30 to 40 years.

Compared to conventional systems that will have to be replaced every 10-15 years and with the risk of contamination of the network due to possible contamination with the presence of oil, this is the best investment that the Government or private hospital can make.

And above all, the most important thing is that, from the first minute that this equipment starts to work, with our oil-free system the patient begins to receive the highest quality medicinal air that surpasses the European Pharmacopoeia





“ We are working to introduce new technologies for the production of medical gases that, will not only benefit users, but that will also bring a great cost reduction to hospitals ”

Most hospitals in Portugal do not yet have oil-free compressors. ULTRA-CONTROLO is the only company in this area promoting this type of technology, which guarantees total safety and quality of the air delivered to the patient. “We are working to introduce new technologies for the production of medical gases that, will not only benefit users, but that will also bring a great cost reduction to hospitals. Both for the production of oxygen and compressed air, as well as for vacuum ”.

“There is a project that is being developed together with the Ministry of Health, in order to strengthen the initiative in hospitals,” said the CEO.

A year and a half ago ULTRA-CONTROLO was able to install the first vacuum plant at SAMS HOSPITAL, in Lisbon, with a technology that reduces energy by 40% and with small maintenance interventions, that are done only at 20.000 working hours (three years).

“There is a need to involve the Government in these matters, because it is the owner of the equipments”, explains our interlocutor.

Prices are usually a problem, but Sabino de Pompeia states that “Portugal has benefited greatly from our presence as manufacturers because, concerned to prices we are a regulator of the market in relation to foreign competition.

On the other hand, given the partnerships with the brands represented by us, we have been able to benefit especially Portuguese hospitals with top of

therange equipments at very low prices.

That is why Portuguese hospitals, in terms of quality in this domain of medical gases, are not one millimeter below any other country in the world. ”

ULTRA - CONTROLO formalized portuguese agreements with the world's four largest gas suppliers (Linde, Praxair, Gasin and Air Liquide) to assist each one's plants under a subcontracting model.

“95% of the plants can be assisted by us in Portugal and we are the only Portuguese company with technical services certified by ISO 13485 in this area,” he explains.

**INTERNATIONALIZATION HAS BEEN A SYNONYM OF OVERCOMING**

In 2012 ULTRA-CONTROLO began to expand internationally, with the support of AICEP (Portuguese Global - Trade & Investment Agency) and making some internal changes necessary such as making the website available in four languages and creating departments to handle different markets.

“The most difficult area at this moment for us is internationalization. We deal with world-class brands, and in order to maintain this situation, we must be immensely rigorous.

We are part of a group of brands that qualitatively lead the world market. The most difficult is to make our collaborators aware of this need.

When competing with international renowned brands the level of demand is very high, but we see this as a positive thing, such a level of demand is very familiar to us since we have always had our quality because we never knew how to work in a different way. ”

Despite the degree of demand, sometimes prices are something to have to be tested and proven.

As we are Portugal, the rest of the world expect us to be cheap. They are forgetting that we work with top of the range equipments and that has a price.

Once we have proven our quality in all aspects, it becomes easier. ”

But neither can prices be considered a real obstacle for the Portuguese company since they currently export to 48 countries and have projects in progress in more than 60.

“In Morocco we have gained the full provision of the network of medical gases for the largest hospital that is under construction, the University Hospital Center of Tangier.

In the meantime, we are working to get into India. My parents came from Goa in 1958, at the invitation of the Portuguese Government. 60 years later, I am working on the biggest projects of remodeling and construction of hospitals of the Indian Government.”

Sabino de Pompeia has already trained some Indian engineers that work for the Indian Government, and says that the most difficult in this market is to obtain the technical approval from the Indian Ministry of Health - which they have already achieved - and that ULTRA-CONTROLO is now prepared to be the winner company in the upcoming public tenders in this market.

From the many proofs of expertise given by ULTRA-CONTROLO, it is the fact that the Japanese giant brand HITACHI has demonstrated in their Project. “I spent 25 years trying to capture Hitachi's interest in us and when they realized that we were manufacturing the oxygen production plants, themselves came to us. ”

ULTRA-CONTROLO intends to consolidate the distributors that currently have “We want them to continue to increase market share. We need to give them ongoing training and help them grow as we do. We did a good job at the industrial and hospital sectors and we want to replicate this model also outside of Portugal. ”

The globalization of its concept of accessible medical gas systems, without stopping operations, very intuitive use and with local technicians prepared to solve any problems that may arise, is the premises of the company whose goal is to become market leader in the countries where they operate.

**ULTRA-CONTROLO**  
Projectos Industriais, Lda



With a large experience of more than 35 years dedicated to industry and hospitals, the company is strongly committed to replicate the Portuguese model in other countries.

**ULTRA-CONTROLO**  
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