

RELEASE**A Milestone in Analytical Chemistry**

Milestone vision is to help chemists by providing the most innovative technology for metal analysis, direct mercury analysis and applying microwave technology to extraction, ashing and synthesis.

Milestone has been active since 1988 in the field of advanced microwave sample preparation. Franco Visinoni, the founder and CEO of Milestone Corp. (Italy), is the “chief dreamer” of the society, which is based on continuous innovation and technological improvement. The key of the success of Franco Visinoni and, therefore, of Milestone lies in bringing together individuals from diverse scientific, listening to them and engineering disciplines to solve real-world problems with innovative microwave instrumentation.

Franco Visinoni became a chemist with a strong analytical background and in 1975 started by working in a big international company, but his expectations and carrier prospect was too much small for him at that time. So, he began doing carrier in the marketing field.

“I was good. I understood that I was good at surveying and anticipating the needs of the market. I founded the unsatisfied requests. The company that I work for asked me to write all the technical specifications of one of these “missing products.” I did it and they manufactured what I said. It was a success! Therefore, I became the marketing manager for Europe.”

However, since he was a child, he had the dream of founding his own company. With the help of his brother and his wife, he founded Milestone.

“When I came to Milan to register the new society, I read on the International Herald Tribune a declaration of Tom Watson, the founder of IBM, that I interpreted as a wish for me: ‘When you have a small company, a lot of fear, and a great opportunity you can do amazing things’.”

In 1989, Franco Visinoni conceived the first microwave unit voted to excellence: MLS-1200 Standard. It could extremely reduce the sample preparation time, thus, offering quality and standardization of results. This is only the beginning step of a long and fruitful growing path.



1989 – MLS-1200 first microwave system.



At Miconex 1990, China.

Milestone now has more than 50 patents and more than 20,000 instruments installed worldwide covering government, academic, contract, and manufacturing industries. It is the acknowledged industry leader in microwave instrumentation technology. Milestone commitment is to consistently provide the scientific and industrial communities with the most effective, safest, and highest quality instrumentation for chemical applications.

The Milestone today's product line includes the most effective, safe and productive instruments for Microwave Digestion for trace and ultra-trace analysis, Microwave Extraction, Direct Mercury Analysis, Microwave-Assisted Synthesis and Microwave Ashing.

Milestone's passion and commitment to being a trusted partner to their users start at the first touch, and is solidly supported by the entire team.



Milestone's team.

The excellent support of the skilled Milestone Application Team through all these years has highly contributed to the success of the Milestone instruments and of the company. All systems are produced, assembled and checked by Milestone Production Department according to ISO procedures, to ensure they fully satisfy the needs of our customers. Milestone today is still guided by its president, Franco Visinoni together with his daughter, Vanessa Visinoni, while managed by the CEO, Diego Cortesi, responsible for each decision and actions of the company.

Milestone is operative worldwide through a network of very reliable partners; USA headquarters are located in Shelton, Connecticut. The presence of Milestone in Japan is assured by Milestone General KK, near Tokyo, and in Korea by Milestone Korea, located in Seoul. These branches have sales and technical assistance departments as well as application laboratories supporting our customers. Besides this, Milestone is present through more than 70 exclusive distributors, who guarantee everywhere high standards of quality and assistance.



Building before Milestone's foundation.



Milestone's headquarters in 2021.



AT MILESTONE,
**WE HELP
CHEMISTS**

30 Years of experience.

50 Patents.

20,000 Global Users.

At Milestone we help chemists by providing the most innovative technology for metals analysis, direct mercury analysis and the application of microwave technology to extraction, ashing and synthesis. Since 1988 Milestone has helped chemists in their work to enhance **food**, **pharmaceutical** and **consumer product** safety, and to improve our world by controlling pollutants in the **environment**.

MICROWAVE DIGESTION

MICROWAVE EXTRACTION

DIRECT MERCURY ANALYSIS

MICROWAVE ASHING

MICROWAVE ASSISTED SYNTHESIS

ACID STEAM CLEANING & PURIFICATION

Learn more at www.milestonesrl.com

VIDEO



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C H E M I S T S