

Media Release

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Optics Balzers expands global presence

Balzers, March 9, 2009 – Optics Balzers is forging ahead at a fast pace to expand its international sales network. The company, a leading global pioneer of customized optical components and assemblies, is redefining its market position. With two of its own sales offices in Germany and the U.S. and five new distribution partners in the U.S., China, and Italy, Optics Balzers plans to grow in existing and new markets and to offer its customers top-class local services.

Just two months after being founded, Optics Balzers AG has already reached important milestones in building its international sales network. From today, its market presence in the U.S., Asia, and Europe will be strengthened by its own sales team and its sales partners with industry competence. In early January, two sales branch offices were set up in Eschborn, Germany, and in Westminster, Colorado, U.S. In Martin Nern, Head of Optics Balzers GmbH in Germany, and Steffen Capello, Head of Optics Balzers USA Inc., the Liechtenstein-based company has two seasoned staff members and highly qualified specialists whose task it will be to forge ahead with the announced expansion into existing and new market niches.

Generating added customer value

“Especially in economically tense times, our customers want to rely on capable partners who know their specific requirements, respond swiftly to their needs, and offer them an excellent service at their local sites,” says Dirk von Frajer, Head of Global Marketing & Sales, explaining the strategy. The company’s sales organization has been strengthened in particular in the U.S. by the addition of three new sales partners. The consulter team at the companies D-TecH in Massachusetts, Ferrian Sales & Associates in Minnesota, and Solution Technologies Corp. in California is made up of experienced industry experts who work the Northeastern, Western, and Central Northern markets of the U.S. The customer consulter of Shanghai HollyWinx Co. Ltd. in

Shanghai and G-Tech in Milan, too, are thoroughly familiar with the optical coatings industry. An additional expansion of the distribution network is already being planned for Asia and Europe.

Optics Balzers will be present at the Image Sensors Europe 2009 in London UK, from March 24 – 26, 2009, as well as at The Vision Show in Phoenix, Arizona USA, from March 31 – April 2, 2009.



Caption:

Dirk von Frajer, Head of Global Marketing & Sales: “We are repositioning ourselves as one of the largest independent centers of competence for optical thin-film coatings in Europe. Our global presence through our own sales branch offices and partners generates added value for our customers in terms of consulting, care, and quality.”

Optics Balzers AG (formerly Oerlikon Optics, Balzers) has been the preferred partner for innovative optical solutions for over 60 years. As a global leader in the supply of optical thin-film components and subassemblies, Optics Balzers focuses on selected markets such as Advanced Lighting, Automotive, Biophotonics, Projection Display, and Sensors & Imaging. The company possesses comprehensive know-how in optical thin-film coatings, glass processing, patterning, sealing, and optical subassemblies. Optics Balzers has 150 employees and generates annual sales of about CHF 35 million. The company is headquartered in Balzers, Liechtenstein.

More information: www.opticsbalzers.com