

Media Release

October 21, 2011

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OBA-015-ME

Optics Balzers further expands its market presence in North America

Balzers, October 21, 2011 – The North American business of Optics Balzers is developing briskly. This provider of innovative optical coatings and components is therefore intensifying its sales activities in North America. Brian Sjogren, a specialist with vast experience in the photonics industry, has now joined the sales team to support it and – together with Steffen Capello, Sales Manager North America – forge ahead with expanding the local market.

Dirk von Frajer, Director of Marketing & Sales, has confidence in the development of the North American market. «We have identified a large growth potential for Optics Balzers in North America and will do everything we can to further reinforce our market position. We are therefore strengthening our sales organization in North America». The Liechtenstein-based high-tech company is thus systematically continuing to execute its global growth strategy.

Brian Sjogren joins the sales office in Colorado

With Brian Sjogren, a specialist with sound technical know-how and vast sales and product management experience in the photonics industry, will join the sales office in Wheat Ridge, Colorado. Energy and expertise are crucial requirements for the optimal handling of technically demanding customer projects and providing effective support to the local sales organization. Steffen Capello, Sales Manager North America, is confident: «A number of large-scale projects are already in the pipeline. Brian Sjogren satisfies all the requirements for fulfilling the high demands of our customers. I am pleased to have Brian join our forces and to successfully continue the expansion of our North American business».



Caption: Brian Sjogren has joined the Optics Balzers sales team in Colorado, USA

For 65 years, Optics Balzers has been the preferred partner for providing innovative optical solutions. Together with its subsidiary in Jena, Optics Balzers is a global leader in the supply of optical coatings and components. The Liechtenstein-based high-tech company focuses on selected markets such as Sensors & Imaging, Biophotonics, Space & Defence, Lighting & Projection, and Industrial Applications. The products and services offered range from optical coatings and glass processing, patterning and bonding technologies to the manufacture of complete optical subassemblies and are acknowledged as being unique worldwide. Optics Balzers has a total payroll of about 170.

More information: www.opticsbalzers.com