

**Media Release**

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**Optics Balzers systematically strengthens its market presence**

**Balzers, December 9, 2009 – Additional important milestones have been reached on the road to success, and the pace continues to be fast. By setting up a sales branch office in France, Optics Balzers as a provider of innovative optical thin-film components and assemblies continues to forge ahead with expanding its presence in Europe. Moreover, Christoph Zellweger has joined the product management team at headquarters to contribute to the effort. Recertification of the ISO 9001:2008 quality management system has also been successfully completed.**

Optics Balzers is continuing its growth strategy. The focus is currently on France, a market with a high potential thanks to its powerful photonics industry. The Group recently set up a new sales office in Nantes Cedex, France. Laurent Luong, the branch manager, is a seasoned expert with vast experience in the photonics business. Beside France, Laurent Luong will also serve as contact for customers in Spain, Portugal, and Belgium. Optics Balzers, the high-tech company based in Liechtenstein, has accumulated over 60 years of experience in optical coatings and optical components manufacture and offers customers around the world a very broad technology portfolio.

**Competence teams at headquarters and competent partners at local sites**

Christoph Zellweger has now joined the product management team at headquarters. With a PhD in physics, he possesses vast experience as a product and project manager in the optical industry. Optics Balzers operates a sales organization with its own subsidiaries in Germany, France, and the U.S. In addition, it can rely on a sales network of competent local consultants

extending from Italy across Europe, China, Canada, and 19 U.S. states. "We are expected to satisfy the most rigorous customer-specific requirements. Therefore, we must be where our customers are. We must offer them top-class service, sharing the same language and culture and developing innovative solutions in close cooperation with our competence teams in Balzers," says Head of Marketing & Sales Dirk von Frajer, explaining the marketing strategy. Since its establishment in January 2009, the Liechtenstein-based company has not only expanded its international marketing and sales activities, but also been extremely active at all other levels.

### **Uncompromising quality**

Optics Balzers is at the forefront of selected markets such as Sensors & Imaging, Biophotonics, Automotive, Advanced Lighting, Laser & Defense, and Projection Display. In order to ensure high customer satisfaction, it is continuously enhancing its quality management system. Its quality system according to the new ISO 9001:2008 standard has recently been successfully recertified. But according to von Frajer, this is just one among very many steps on the road to continuous improvement.

Optics Balzers will be present at BIOS and Photonics West, in San Francisco, California, USA, from January 23 – 28, 2010.

Optics Balzers AG enables innovative optical solutions for more than 60 years. As a global leader in optical coatings and thin-film components, Optics Balzers focuses on selected markets such as Sensors & Imaging, Biophotonics, Automotive, Advanced Lighting, Laser & Defense and Projection Display. The company possesses a comprehensive know-how in optical thin-film coatings, glass processing, patterning, sealing, and optical subassemblies.

More information: [www.opticsbalzers.com](http://www.opticsbalzers.com)