

Press Release

B+W Filter upgrades the standards of its security labels

BAD KREUZNACH, April 29, 2022

B+W Filter is once again improving the security standards for the authenticity check of its filters and is presenting an optimized security label, which is placed on the side of the B+W Filter packaging.

For a short period of time, packaging with both the old and the new label may be in circulation in stores. Both labels are equipped with a six-digit code that can be checked on the company's website. The result whether the product is a genuine B+W filter is displayed immediately after the number/letter combination is entered. This service is free of charge and offers maximum security.

As usual, the material of the new label has also been carefully selected, so that the label breaks as soon as it gets detached and disables manipulation.

By updating the security label, B+W Filter acts proactively to meet the challenges of the market with the latest security requirements and to make its premium products even more secure against counterfeiting.

About the Schneider Group:

The Schneider Group specializes in developing, producing, and manufacturing high-performance lenses and filter systems for industrial applications, cine and photography. It also offers high-quality precision mechanics and servo hydraulics. The company's main brand "Schneider-Kreuznach" stands for state-of-the-art technology from Germany. The group has been a world market leader in the field of high-performance lenses for many years. The Schneider Group consists of Jos. Schneider Optische Werke GmbH founded in Bad Kreuznach in 1913, and its subsidiaries PENTACON (Dresden), Schneider Optics (New York, Los Angeles), Schneider Asia Pacific (Hong Kong) and Schneider Optical Technologies (Shenzhen). The Schneider Group has around 500 employees worldwide, including 315 at its German headquarters.

Contact:

Jos. Schneider Optische Werke GmbH
Annabell Lanz
Ringstraße 132
55543 Bad Kreuznach
Tel. +49 671-601-0
Fax +49 671-601-109
www.schneiderkreuznach.com