

Press Release

## **Schneider-Kreuznach focuses on new corporate strategy for growth**

*Restructuring successful - Industrial segment growing*

BAD KREUZNACH, 15 November 2018

Optics specialist Schneider-Kreuznach is concentrating on the industrial optics segment as an engine for growth and has completely restructured in the last three years. The company now considers itself well equipped for this fast-growing market segment. "We have left no stone unturned, including the organization, management, production, development and sales," according to Dr. Thomas Kessler, CEO of the Schneider Group. Above all greater speed and flexibility are essential to serve the industrial optics segment. The company is working together with its customers to develop new products. Schneider-Kreuznach sees considerable potential in addressing international markets, particularly in Europe and Asia. For example, the company is currently planning to increase its sales activities in India. It also aims to tap new sectors in the future.

At the same time, Schneider-Kreuznach plans to stay true to its origins. The company traditionally enjoys an excellent reputation for high-quality photo and cine lenses. It also produces professional MPTV filters for motion picture applications and photographic filters for the consumer market. "We have a strong market position with our B+W filters, while our FF-Prime and Cine Xenar lenses are ideal for cinematography. We are also considering whether we want to play a part in cine projection once more," says Dr. Thomas Kessler. After a downturn in early 2016, the group's revenue improved the following year in 2017. The company expects to grow again in 2018.

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 (Bad Kreuznach, Göttingen) founded in Bad Kreuznach in 1913, and its subsidiaries Pentacon (Dresden), Schneider Optics (New York, Los Angeles) and Schneider Optical Technologies (Shenzhen). The Schneider Group has around 600 employees worldwide, including 390 at its German headquarters.

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