**Scansonic MI takes over its own sales efforts**

**Scansonic, one of the leading companies for laser products in metal processing, will be conducting its own worldwide sales efforts as of July 1, and will be in direct contact with its customers through its own branch offices and distributors.**

Berlin, July 2022 - Scansonic MI, one of the world’s leading manufacturers of laser processing optics, is reorganizing ist global sales structure. As of July 1, the company is working with its own branch offices in its key markets of Germany, China, and the USA. Sales activities in the rest of the world are supported by experienced sales partners and distributors. The Scansonic sales team has been significantly expanded and restructured in recent months to support this new arrangement.

These efforts are part of Scansonic’s continued growth strategy. The company’s products for laser-based metal processing require intensive consultation, and are generally adapted to each customer’s individual production processes. Dr. Axel Luft, Managing Director Sales & Marketing at Scansonic, explains the benefits for customers: “With this new structure, we are now able to directly provide to our customers the technical knowledge and service they need. Our experienced sales force keeps close to our customer base around the world, and also works closely with Scansonic specialists from the product teams and the application laboratories.” Luft expressed the companies thanks to its former sales and service partner, Abicor Binzel, for their many years of collaboration.

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**About Scansonic MI GmbH**

Scansonic offers systems and solutions for laser welding, laser brazing, laser cutting and laser hardening as well as optical sensors and process monitoring systems. The products are used especially in automotive engineering, rail vehicle construction and electrical power engineering. Scansonic MI is the world market leader in laser-based joining systems for car body construction. The company is part of the medium-sized Berlin.Industrial.Group. (B.I.G.) with headquarter in Berlin and around 300 employees. [www.scansonic.de](file:///C:\Users\Hutching\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\NXLZSU4H\www.scansonic.de)

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