

## Press Release

### Focus on the Customer

#### Lars Ederleh new Chief Sales Officer at the Photonics Systems Group

**Krailling, April 12, 2021** - Photonics Systems Group is strengthening its management team with Lars Ederleh as the new Chief Sales Officer for the group with industry specialists InnoLas Solutions GmbH and L-TRIS GmbH. He will take over as head of international sales from June 1, 2021 and brings with him many years of experience in already various management positions and in the field of micromaterial processing.

The 47-year-old engineer started his career at LPKF in product management and R&D. He has been managing the company for many years. His path led him to the long-standing management of LaserMicronics GmbH, which offers services in the field of industrial micromaterial processing within the LPKF Group. Subsequently, Mr. Ederleh served on the management board of LPKF WeldingEquipment GmbH, where he was responsible for sales and service, among other things. WeldingEquipment develops and produces innovative special machines for laser plastic welding. Most recently, he took over the management of sales at the LPKF Group in the micromaterial processing sector. With his profound know-how, he now wants to raise the sales area of the Photonics Systems Group to a new level.

"I am looking forward to the new challenge that this growing group with its high innovation density offers me. For me, global customer needs come first," Mr. Ederleh is pleased to say. "PSG has innovative products that excellently map the needs of customers. Agility, innovation and a customer-focused portfolio will soon be the success factors."

"My task is clear," continues Mr. Ederleh. "We will enormously expand the sales networks worldwide. The Photonics Systems Groups' products will automatically establish themselves in the international market due to the high quality of the technical solutions. For me, the products of PSG are absolutely convincing in terms of quality and will be trendsetting for the market in terms of technology. However, we still must multiply the global awareness of the brands; for this purpose, we will create a sales structure that is interlocked in such a way that we can expand the group to the maximum."

"With Lars Ederleh, a Chief Sales Officer is waiting in the wings who will continue to put sales on the road to success - despite the current global unpredictability. The challenge will be to

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push the further expansion of the group in a completely changed market situation," says Markus Nicht.

"It is an exciting time, as always, with opportunities and possibilities, and we look forward to bringing the expertise together. Photonics Systems Group has many years of experience in micromaterial processing, always offers its customers custom-fit solutions and takes on every challenge with heart and soul", Markus Nicht, CEO of Photonics Systems Group.



Markus Nicht (CEO), Lars Ederleh (Chief Sales Officer)

### About Photonics Systems Group

The Photonics Systems Group is the market leader for laser systems for micromaterial processing. The group around the companies InnoLas Solutions and L-TRIS develops, produces, and sells high-precision system and process solutions for customer-specific laser applications in the photovoltaic, electronics and semiconductor industries. The systems are used by renowned, globally active customers in the core markets of Europe, the USA and Asia. The group employs over 120 people at its headquarters in Krailling, in the USA and at various locations in Asia. For further information please click [here](#).

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