

Press Release

Viscom Expands Sales Organization in Italy

Hanover, April 2, 2020 – Viscom AG signed a new sales agreement in February, 2020 with the Italian company PCB Technologies, which is headquartered in Fabriano, Ancona. Founded by Pietro Camertoni and Paola Filomena, the company has been a sales partner for a wide range of manufacturers in the Italian electronics industry since 1997. In addition to sales, PCB Technologies also offers after-sales, repair and maintenance services.

"We are delighted about our new partnership with Viscom. As a manufacturer of high-quality inspection solutions for the electronics industry, Viscom has an outstanding reputation in the sector. The wide range of products, particularly in the areas of AOI, SPI and AXI speaks for itself. Now we can offer our customers the right system for all applications," explained Camertoni, the CEO of PCB Technologies. In addition to its headquarters in Fabriano, the company also has its own sales office near Milan. The portfolio includes machines for all steps in the production processes for electronics components as well as for assembly testing and rework. In the area of inspection solutions, the company had not had any satisfactory solutions on offer until now.

"It was important to us to find a sales partner that covered the entire range of processes in electronics manufacturing and was thus very familiar with the industry and could offer our customers comprehensive service from a single source," explained Torsten Pelzer, Vice President of Sales at Viscom. Camertoni added that his company represents a number of well-known German engineering companies in Italy and can thus value the German art of engineering, the high system quality and the excellent customer service of its German partners. "These are important factors in system selection for Italian customers," according to Camertoni.

In addition to the sales partnership, the two companies also agreed to collaborate closely in product marketing and customer service. Initially, PCB Technologies will make use of the demonstration facilities in Germany, but will later maintain AOI systems for customer demonstrations in Italy. Moreover, the Italian maintenance and repair staff will be trained in Germany and receive training in commissioning and customer support as well.

About Viscom

Founded in 1984, Viscom AG is one of the leading suppliers worldwide in the field of assembly inspection within electronics production. With its headquarters and production site based in Hanover, Germany, the company develops, produces and sells high-quality inspection systems from the areas of AOI, SPI, AXI, MXI, wire bond inspection as well as CCI for conformal coating inspection. The systems from Hanover set high standards in terms of accuracy and speed. The product range covers the complete spectrum of optical inspection and X-ray inspection for small- and medium-sized companies as well as for large series production. Viscom systems are used for 100% automatic inspection of electronic assemblies, such as in the production of automotive electronics, aerospace technology and in the manufacture of telecommunications electronics.

Product development also focuses on customer-specific system developments and networking with other production processes for smart factory applications. In order to achieve this, Viscom AG increasingly invests in its own software and hardware development, which is constantly defining new standards in inspection technology.

International sales are handled by a broad network of its own subsidiaries, application centers, service centers and representatives. A service team of in-house technicians and application specialists commission Viscom systems worldwide, offering maintenance, conversion and modernization from a single source. In addition, system-specific training courses are offered for customers' operators, programmers and maintenance personnel. Experienced engineers and technicians from the application and service departments share their expert knowledge with participants.

Viscom AG has been listed on the Frankfurt Stock Exchange since 2006 (ISIN: DE0007846867).