

## Press Release

### **BarTron Is New Viscom Sales Partner in Michigan, Ohio and Western Pennsylvania**

*Duluth, GA, July 19, 2023* – **BarTron Inc.**, headquartered in Michigan, is taking over Viscom representation in Michigan, Ohio and Western PA. Established in 1989, the company is a well-known and respected manufacturer’s representative firm. They represent companies supplying equipment and consumable supplies to electronics assembly and related industries. The main focus of BarTron is to provide assistance and solutions to customer’s process and manufacturing challenges. They do this by leveraging the knowledge and expertise of their supplier partnerships.

BarTron is taking on sales of the entire Viscom product range with solutions and systems for all inspection tasks in the electronics industry: 3D SPI, 3D AOI, 3D AXI, 3D MXI, 3D Wire Bond, CCI, Battery as well as Viscom's latest AI solutions. BarTron successfully represents their principals, within the territory, to all sizes of customers. Their relationships with electronic assemblers – ranging from large-scale enterprises, like Viscom, to small businesses – offers BarTron a comprehensive understanding of the industry landscape.

Bob Papp, President of BarTron: “We are honored to begin our partnership with Viscom. It is important that our suppliers lead the industry in technology, innovation, and support that BarTron’s customers have come to expect. Viscom brings a culture of family first that includes their customers and employees equally, which is a throwback to earlier times. For these reasons, we at BarTron look forward to brokering long and successful partnerships with Viscom and our customers.”

Juan Briceno, Vice President of Sales, Viscom Inc., stated: “The Midwest states covered by BarTron are very important to the growth of Viscom Inc. and we are confident the BarTron team will help us to find opportunities

where we can assist their customers in locating the best solutions for their needs.”

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**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 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 conformal coating inspection. The systems developed and manufactured in 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 those used in the production of automotive electronics, aerospace technology or 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).