
Stronger market presence in Switzerland

Carl Geisser AG visits as new sales partner

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A visit from the Swiss: A delegation of three from Carl Geisser AG recently gained an insight into the comprehensive LED display and order-picking technology world of Microsyst. As the new sales partner for Switzerland and Liechtenstein, Managing Director Bruno Senn, Member of the Executive Board Marc Senn and Product Manager Diego Giudici will represent the brand with immediate effect. During their visit to Windischeschenbach, they got to know the extensive product portfolio live and discussed technical matters with Microsyst Managing Directors Harald Kilian and Manuel Raß. Carl Geisser AG - founded in 1947 as a trading company for electromechanical products - today sees itself as a supplier of high-quality products and services in the fields of safety, signalling, control and switching. A broad field in which synergies are also to be created and utilised in the new partnership. "For Microsyst, the Swiss market is an interesting sales channel. We are confident that we will be able to gain a deeper foothold in this market together with Carl Geisser AG and thus advance our common goals," says Harald Kilian about the new partnership.

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About microSYST Systemelectronic GmbH

Founded in 1985, the company based in Weiden i. d. Opf. has been developing, manufacturing and selling LED display systems for 30 years. The comprehensive know-how in LED technology goes back to the early in-house developments. This pronounced pioneering spirit is still deeply rooted in the company today. With future-oriented thinking and environmental awareness, microSYST will continue to dedicate itself to LED technology in the future under the following principles

- Know-how right from the start
- Individual development and production

- *Adapted systems with unique optics*
- *Regionally sustainable and efficient*