

With a view to the global markets

Simon Reiser new Managing Director at LPKF in Fürth

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LPKF Laser & Electronics AG is completing its management team with a new Managing Director for Laser Plastic Welding: Simon Reiser has a strong professional background in the automotive industry and brings international expertise in sales, marketing, strategic development and business management.

The industrial engineer, who also has an MBA, started his professional career in sales at a major international automotive supplier. Over his career he has held various positions, from strategic development to divisional management. He spent five years in leading positions in China before returning to his native Franconia in Bavaria.

"I am very pleased with the new challenges that LPKF offers me. As an agile technology company, we operate in a very interesting high-tech environment characterized by a high level of innovation. As a manager, I can get close to the technology and production environment, and above all, close to the customer. This is personally very important to me. I am happy to contribute my international experience to further expand the position of the LPKF welding segment on a global scale."

Simon Reiser sees particular opportunities for the growth of the division through new technologies. He is convinced that the growing field of e-mobility, for example, will open up further applications for customers and new markets for LPKF. "As a reliable and safe joining process, laser plastic welding makes the use of plastics for many new applications possible and cost effective. We offer our customers the latest laser technology, and our solutions allow us to actively contribute to increasing the innovative strength of our customers in their respective industries worldwide."

In addition to the automotive industry, the new Managing Director also expects high development potential in medical technology and in consumer electronics to expand market shares for laser plastic welding. "I see a lot of potential applications, many of them entirely new, for our flexible systems. Because high demands on materials and their processing, for example with regard to hygienic design or necessary protection classes, require the best possible joining technology."

For CEO Dr. Götz M. Bendele, the appointment of Simon Reiser is another step forward, particularly in view of the global nature of LPKF's business: "We are delighted to have won Simon Reiser as the new Managing Director for laser plastic welding. His technological and industrial expertise and, in particular, his deep understanding of our global customer base, will strengthen our welding business in the long term."

Laser welding for joining plastic components has gained an excellent reputation in the plastics industry. Laser technology produces precise, reliable and durable component joints, without chemical, thermal or mechanical influences on the surrounding material or components. LPKF has many years of experience as a global leader in this field.



Caption: Simon Reiser, Managing Director Laser Welding at LPKF

About LPKF

LPKF Laser & Electronics AG is a leading provider of laser-based solutions for the technology industry. Laser systems from LPKF are of crucial importance for the manufacture of printed circuit boards, microchips, automotive parts, solar modules and many other components. Founded in 1976, the company has its headquarters in Garbsen near Hanover, Germany and operates worldwide through subsidiaries and agencies. Around 20 percent of the company's employees work in research and development.