



Best choice.

Niederönz, June 13, 2019

Bystronic starts direct sales in South Africa

Sheet metal processing companies in South Africa rely on Bystronic technologies and services. Bystronic is now serving the growing demand for laser cutting and bending solutions in South Africa with direct sales and service operations. To this aim Bystronic is opening offices in Johannesburg.

Bystronic and First Cut have been working closely together as sales partners in South Africa since 2011. The focus has been on the common goal of supplying metal processing users with the best technologies.

As a Swiss high-tech company, Bystronic is one of the world's leading suppliers of technologies for laser cutting, bending, and automation. With its in-depth customer support, Bystronic also sets a benchmark in terms of service. As a technology and service provider, this has for many years made Bystronic the first choice for many customers in South Africa.

In order to support existing customers and the growing number of new customers even more closely and much more comprehensively in future, and to offer a broad range of technology and services, Bystronic is now starting direct sales of its solutions in South Africa and other neighboring

countries. The previous sales partner First Cut is thus handing over the sales and service operations for all Bystronic products directly to Bystronic.

Philipp Burgener has been appointed as Managing Director of Bystronic's new sales and service offices in Johannesburg. As an experienced mechanical engineer and business economist, Philipp Burgener has excellent knowledge of the industry. He has been Managing Director of Bystronic's Swiss country subsidiary since 2012 and will retain this position alongside his new role.

Philipp Burgener emphasizes: "We are looking forward to providing our customers in South Africa with direct access to our leading technology portfolio. We will focus primarily on a broad range of manufacturing solutions, flexible financing options, and a fast maintenance and spare parts service. Precisely what Bystronic is renowned for in more than 30 countries around the globe. And now our customers in South Africa can also benefit from this excellent know-how."

With Johannesburg, Bystronic has chosen an important hub in the South African sheet metal processing market as the location for its new offices. Many metal processing companies supply their customers from here. The proximity to the O.R. Tambo Airport also provides an ideal connection to other important industrial centers within the country.

About Bystronic

Bystronic is a leading global provider of high-quality solutions for the sheet metal processing business. The focus lies on the automation of the complete material and data flow of the cutting and bending process chain. Bystronic's portfolio includes laser cutting systems, press brakes, and associated automation and software solutions. Comprehensive services round off the portfolio. The company headquarters are located in Niederönz (Switzerland). Additional development and production locations are located in Germany (Gotha), in Italy (Cazzago San Martino and San Giuliano Milanese), and in China (Tianjin and Shenzhen). Bystronic is actively represented by its sales and service subsidiaries in more than 30 countries and has agents in numerous other countries. As a reliable partner, Bystronic stands for high-performance innovations, local expertise, and service excellence. Since 1994 Bystronic has been a part of the Swiss industrial holding company Conzzeta. In 2018, with more than 2800 employees, Bystronic achieved a revenue of 877 million euro.

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