



Press Information

Leica Camera AG integrates Sinar Photography in its own organisational structure

Wetzlar, 22 March 2018. Within the context of the worldwide realignment of the Leica professional sales network, product management, marketing, sales and distribution and service for Sinar Photography products will be integrated into the newly created Professional Channel/B2B of Leica Camera AG and, in future, will be managed and controlled from Wetzlar.

In the course of this, the Sinar offices currently located in Zurich will be closed with effect from 31.3.2018 and Sinar Photography AG will be merged with Leica Camera AG Schweiz, located in Nidau, Switzerland. Global customers will be handled as before by Sinar's field representatives. In future, product distribution will be handled by the Leica Camera AG logistics centre in Germany.

In the course of the reorganisation, Peter Metzger, Executive Director of Sinar Photography AG, will be leaving the company to turn his attention to new professional challenges.

The organisational changes will be implemented with effect from 1 April 2018.