

Press Release

NEW! B+W Basic Filter Line

New filter line from B+W Filter for the quality-conscious beginner

BAD KREUZNACH, April 01, 2021

Schneider-Kreuznach is expanding its B+W Filter range with the new Basic filter line and starting it with circular polarizing filters, which are now available.

The filters of the Basic line feature a revised rotating ring with an optimized design for better grip, which makes it easier to align polarizing filters. The filter mounts are made of solid brass and have a special functional finish for smooth mounting and dismounting. All circular polarizing filters of the new filter line are provided with the proven MRC coating with 16x layer and thus enable high-contrast and color-neutral images.

The use of polarizing filters reduces annoying reflections and at the same time increases the color saturation in the image. In addition, the use of the filter keeps the front lens free of dirt such as dust, sand, fingerprints or scratches.

With the Basic filter line, B+W Filter is changing its packaging from plastic boxes to sustainable cotton bags with a practical drawstring. The Basic circular polarizing filter is available in sizes Ø 37 mm to Ø 105 mm and is suitable for wide-angle to telephoto lenses.

About the Schneider Group:

The Schneider Group specializes in developing, producing and manufacturing high-performance lenses and filter systems for industrial applications, cine and photography. It also offers high-quality precision mechanics and servo hydraulics. The company's main brand "Schneider-Kreuznach" stands for state-of-the-art technology from Germany. The group has been a world market leader in the field of high-performance lenses for many years. The Schneider Group consists of Jos. Schneider Optische Werke GmbH founded in Bad Kreuznach in 1913, and its subsidiaries PENTACON (Dresden), Schneider Optics (New York, Los Angeles), Schneider Asia Pacific (Hong Kong) and Schneider Optical Technologies (Shenzhen). The Schneider Group has around 500 employees worldwide, including 315 at its German headquarters.

Contact:

Jos. Schneider Optische Werke GmbH
Annabell Lanz
Ringstraße 132
55543 Bad Kreuznach
Tel. +49 671-601-0
Fax +49 671-601-109
www.schneiderkreuznach.com