

Press Release

Industrial lenses from Schneider-Kreuznach now with a DataMatrix code

BAD KREUZNACH, 29 May 2018

From now on, the individual serial number of all industrial lenses from Schneider-Kreuznach will also be indicated as a DataMatrix code. This makes it much easier and faster to trace each lens. Users can now check faster where a specific lens is in use. In addition, maintenance work is simplified by assigning each lens and machine exactly. "DataMatrix codes enable us to increase transparency. For example, our customers can now quickly find out how old a lens is and decide whether it needs to be changed," says Claudia Baier, Product Manager Industrial Optics at Schneider-Kreuznach.

About the Schneider Group:

The Schneider Group specializes in developing and producing high-performance lenses for photography and film, cinema projection lenses, as well as industrial optics, filter systems and precision mechanics. The group comprises Jos. Schneider Optische Werke, founded in Bad Kreuznach in 1913, and its subsidiaries Pentacon (Dresden), Schneider-Optics (New York, Los Angeles), Schneider Asia Pacific (Hongkong) and Schneider Optical Technologies (Shenzhen). The company's main brand is "Schneider-Kreuznach". It has around 620 employees worldwide, with 390 based in its German headquarters. For years now the group has been a world market leader in the area of high-performance lenses.

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