

## AMS Technologies Extends Services with Acquisition of Elforlight

AMS Technologies, Europe's leading solution provider and distributor for optical, power and thermal management technologies, has acquired UK photonics company Elforlight. With access to Elforlight's know-how, AMS is now able to realize turnkey solutions, even for particularly challenging problems in the field of optics.

The acquisition of Elforlight is part of AMS' strategy to provide customers with comprehensive design services, including specialized turnkey solutions. Based in Daventry, UK, Elforlight can draw on more than twenty years of experience in laser, beam forming and other op-

tical technologies, especially in the areas of diode-pumped solid-state lasers and optical parametric oscillators.

The Elforlight team around founder Keith Oakes has been able to build extensive know-how far beyond technological systems optimization. The company has expertise in application areas like photoacoustic imaging or the MALDI method for mass spectroscopy and is able to transfer problem solving ideas and skills gained in other fields of application.

Complementing the recent opening of its design center for thermal management and electronics in Krakov, Poland, this acquisition

strengthens AMS Technologies' competence in the company's third key focus area of photonics.

"With this approach, we are continuing to expand AMS Technologies into a systems integrator with engineering services," said CEO Jan Meise outlining the company's strategy. "Customers come to us with their demands and requirements, and with the extensive experience of our specialists we are able to work on and deliver optimal solutions."

As AMS Technologies line card products are primarily used for building the systems, Meise views this strategy as, "the next logical

step of development for our company that up to now has rather been perceived as a distributor – quasi a natural evolution of our existing distribution business."

Oakes is also looking forward to the opportunities the acquisition will open up, "AMS Technologies' competent sales and application team maintains close relations with a very broad European customer base. As AMS customers operate and act in a far wider range of applications, this collaboration means that new markets will open up for Elforlight's solutions."

[www.elforlight.com](http://www.elforlight.com)  
[www.amstechnologies.com](http://www.amstechnologies.com)

## Raylase Changes Its Legal Form for Future Growth

Raylase will simplify its legal structure and transfer operational responsibility to a new business entity. From now on, Raylase AG will trade as Raylase GmbH. The company is strategically orienting its operational organiza-

tion towards lean, efficient processes and will continue to focus on key markets and customer requirements.

The GmbH CEO Dr. Philipp Schön, states: "The change to our legal structure will have no impact whatso-

ever on the long-standing relationships of trust that we have built up with our customers and business associates. This step does not change our strategy, which remains in place. Instead, the change in form will create an

environment that supports our growth strategy. The management team will now be able to act with greater effect and make faster decisions."

[www.raylase.com](http://www.raylase.com)

## AWL-Techniek Opens a New Branch in America

AWL is a reliable partner for its customers, with the commitment of globally following and supporting them with the requirements made – by the very demanding automotive industry – upon their production capacity. AWL is

rapidly developing itself so as to meet the growing demands of its customers. Whereas in 2013 the company spread its wings to China and at the end of 2016 to Mexico, now it is about to expand into America.

America is an interesting market for AWL because of the presence of its most important customers and the growing automotive industry.

The construction of the first machines will commence in America immediately after the summer. In Spartanburg, South Carolina, 3,500 sqm of factory space has been rented with enough expansion pos-

sibilities to cope with future growth.

In the coming months, the company will focus on expanding the team and furnishing the premises. Per Blohm has been appointed as Business Unit Manager America. With his experience in automation, technology and international business, he is the ideal candidate for contributing to the further development of AWL in America.

Brand van 't Hof, AWL CEO, about the new branch: "This is in line with AWL's global strategy, whereby we offer our customers a world-

wide standard with local service and construction. We particularly see opportunities in the American automotive segment. Both for our existing customers that manufacture worldwide and for new local players."

The intention is that the new AWL branch will become a full-fledged, independent branch, in which all disciplines will be represented – including engineering and assembly. The expectation is that at the end of 2018, AWL America will have more than fifty staff.

[www.awl.nl](http://www.awl.nl)



The newest branch of AWL-Techniek in Spartanburg, South Carolina, USA