

CeramOptec: Holger Bäuerle new Head of Industrial Sales

Fibre optic specialist focuses upon the high-power laser applications business sector

Since the middle of February Holger Bäuerle has been the new Head of Industrial Sales at CeramOptec. The sales manager, who is highly experienced in the industry, wishes first and foremost to promote the business in the area of industrial and medical high-performance laser applications. Also there should be an increased focus upon customised fibre optic precision manufacturing in the future.

Bonn, 24-03-15 – CeramOptec, a manufacturer of multimode fibre optics made from quartz glass, has appointed Holger Bäuerle (47) as the new Head of Industrial Sales. The sales manager, who is highly experienced in the industry, has been working for approximately ten years in the fibre optics industry, and was previously for many years the head of sales for a fibre optic connector specialist in Central Germany. Holger Bäuerle took over the position as sales manager for CeramOptec on February 16th of this year.

At CeramOptec, a subsidiary company of biolitec AG, Holger Bäuerle wants especially to expand business in the area of industrial and medical laser applications. The priority here will be given to high-power application solutions. There should be a further sales focus upon the manufacture of individual fibres, which CeramOptec produces to the exact micrometre according to the wishes of the customer.

"Fibre optic solutions for laser applications, especially in the high-performance area, and customised fibre optic precision manufacturing already represent two of the most important segments of our business", explains Dr. Roland Dreschau, the Technical Managing Director of CeramOptec. "We want to further expand these segments in the years to come. With Holger Bäuerle we immediately have on board a sales manager who is very experienced in the industry, and who is equally familiar with both technological and market developments. We are sure that his extensive expertise in the area of fibre optics will help us to penetrate systematically our target markets and to open up new market opportunities".

About CeramOptec

CeramOptec GmbH has its headquarters in Bonn and specialises in the manufacture of multimode optical fibres made from quartz glass. The medium-sized company was founded in 1988 and today is a subsidiary of biolitec AG, one of the global leaders among medical technology companies in the area of laser applications. With branches in China and the USA as well as distribution partners in India, Japan and Korea, CeramOptec is strongly represented not only in Europe but also in the Asian and North American markets. Their product range includes fibres, fibre bundles, fibre assemblies and other cables for numerous fields of application, among them industrial and medical laser applications, sensor systems in the aerospace and automotive industries, and spectroscopic applications in astronomy and in the chemical industry. A special feature is the manufacture of glass fibre cores with rectangular through to octagonal geometry (Non Circular Core Fibres/NCC), which are used especially in astrophysics. CeramOptec employs altogether 245 employees and currently operates production facilities in Bonn and Livani (Latvia).