

LASERWORLD APPOINTS NEW STAFF



Sabrina Mitchell and Benjamin Weizenegger are the new Marketing Assistants at Laserworld

The importance of a compelling online presence in text, picture and video increases with every year; Laserworld is glad to welcome Sabrina Mitchell in its marketing department. As a Marketing Assistant, she supports the existing team for online media in their work and will be responsible for the web presence of several projects and subsidiaries.

"Thanks to her knowledge and experience in design and media technology, Mitchell will be an asset to our marketing team and

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we expect new impulses from her in order to further boost the Laserworld brand globally," explained Norbert Stangl, Sales and Marketing Director of the Laserworld Group.

For Benjamin Weizenegger, there will be terms such as "web development", "search engine optimisation" and "target group analysis" that will accompany him in his work. As a Marketing Assistant, he will be primarily responsible for the development of

Laserworld's international websites, as well as for the supervision of other projects.

"Due to his broad knowledge in various subjects, such as content management, internet journalism and web 2.0, Weizenegger is an ideal fit for our marketing team," explained Stangl. "His employment is a further step towards expanding our marketing department sustainably with versatile employees who help us move forward in many aspects."

HB-LASER MERGES WITH THE LASERWORLD GROUP

HB-Laserkomponenten GmbH is now a member of the Laserworld Group, underlining Laserworld being the world leader in the field of manufacturing and distribution of show laser light systems.

Martin Werner, CEO at Laserworld, accompanied several acquisitions and new foundations of companies in the Laserworld Group in the past years, where he sees an obvious trend: "In an increasingly difficult niche market, consolidating is essential to configure in a way to be competitive and at the same time provide products that perfectly meet the requirements of the customers. Achieving this in such a specialised industry like ours is only possible with a strong team of highly qualified individuals; Laserworld provides the ideal framework for this!"

The company network already spans the whole world. The very companies maintain their independence, identity and brand structures, but can further focus on their core business fields. HB-Laser, one of the leading suppliers in the German market, perfectly fits this philosophy: about 25 years ago, Harald Bohlinger founded HB-Laser and is undoubtedly one of the veteran companies in the show laser light industry. The core competencies are not only the development and manufacturing of professional show laser light systems but also multimedia and laser show production services. HB-Laser has been awarded with over 32 national and international awards already.

The new structure of the Laserworld Group brings up promising potential. The already well-established marketing structures, as well as the dense sales network of Laserworld, become infused by HB-Laser's experience and knowledge on the technical level, as

well as with customer support in project planning and implementation of laser show and multimedia show productions. Further synergistic effects can also be achieved in many other areas, such as development, manufacturing, purchase, logistics and sales.

Lutz Bartl, CEO at HB Laser, expects more than one big step forward: "Despite substantial market changes in our industry over the past years, we at HB-Laser were always up to date with innovations; we drove them forward and developed new products and solutions. We also saw Laserworld completely changing the show laser light market in a very short time. We are now in the position to participate in this and increase our presence in the market and industry. The advantages for our customers are more than obvious!"

