

Press Information

Proximity Creates Value – Laser 2000 Strengthens Its Role as a European System Partner for Photonics

Wessling, May 2025. Laser 2000 announces the launch of Laser 2000 s.r.l. in Bolzano, a wholly owned subsidiary of Laser 2000 GmbH. This strategic move highlights the company's ongoing commitment to offering enhanced local support for customers and suppliers throughout Europe – delivering customized solutions and quicker response times in key markets.

A central element of Laser 2000's strategic realignment is the continued decentralization of its sales organization. By establishing teams directly in their respective regions, the company is reinforcing customer proximity, increasing agility, and focusing more intensely on application-specific solutions. "Being closer to our customers not only improves communication but also gives us early insights into market trends – allowing us to act proactively," says Marcel Pabst, Managing Director of Laser 2000 GmbH.

The recent openings of subsidiaries in Italy (Laser 2000 s.r.l.) and Sweden (Laser 2000 AB) exemplify this customer-first approach. Alongside long-established operations in France, Germany, the UK, and the Benelux region, Laser 2000 now boasts one of the most extensive and experienced photonics distribution networks in Europe.

Italy has traditionally been our third strongest market. With the opening of our Bolzano office, we're placing even greater emphasis on supporting our Italian customers. The appointment of Paolo Cardani – a seasoned photonics expert – further reflects our investment in regional expertise.

With this strengthened European presence, Laser 2000 is ideally positioned to continue driving innovation and delivering high-quality, application-driven photonics solutions across the continent.

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About Laser 2000:

Since 1986, Laser 2000 has been a leading provider of solutions and distribution services in the field of photonics across Europe.

Our team of experts empowers customers to unite technologies from across the entire photonics spectrum and to apply them to the industries and research of tomorrow.

We maintain a global network of manufacturers of cutting-edge technologies, including both established companies and startups, and support our international partners in entering the European market.

Additional information: **www.laser2000.com**

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