

# APPOINTMENT RELEASE



## Frank Herrnberger takes on sales management duties at LS Laser Systems

**Krailling, Germany, March 12, 2020** – Frank Herrnberger will take over the sales management duties at the specialist in laser technology, [LS Laser Systems](#). As the Director of Sales & Innovation, he will be tasked with managing and organising the global sales activities of the company, with a special focus on the business segments laser trimming and laser marking.

To optimally position the company for meeting future requirements in the market of trimmer applications, Herrnberger identifies driving product development and introducing innovations as his core objectives, besides managing the sales activities. In addition to continuous market analysis, he will work closely with process application, software development, and procurement departments, reporting directly to Managing Director Reinhard Ferstl.

The development of relationships geared towards the customer and based on trust, as well as maintaining the existing customer base, is paramount to the graduate engineer in Physical Engineering: “My goal revolves around actively driving the growth and prestige of LS Laser Systems in a forward-looking and emerging market”, explains Herrnberger. “Above all, this concerns the successful introduction of new products, and I am delighted by the opportunity to use my many years of expertise to contribute to this.”

Herrnberger looks back at 13 years of experience in engineering, with a focus on laser machining. Before switching to LS Laser Systems, he was tasked with the development of prototypes as well as series machines in laser flat glass processing at Corning Laser Technologies, as the Director of Systems Design as well as the Director of Engineering and Project Management. From 2007 to 2013, Herrnberger worked at what was then InnoLas Systems. At the end of his time at the company, he was responsible for the business unit c-Si photovoltaics as the Business Unit Manager, assuming management tasks and handling the new and further development of products.

“With his expertise in the international market environment, Frank Herrnberger is a great asset to our team”, says Reinhard Ferstl, Managing Director of LS Laser Systems. “We are more than confident that under his guidance we can expand our sales activities in a forward-looking and thus even more successful way, allowing us to continue generating satisfied customers, and to grow customer relations based on trust.”

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A special emphasis while expanding sales business will lay on the creation of synergies with the Photonics Systems Group, a market leader for laser systems in micromachining, and to exploit this potential in a profitably and expanding way to the benefit of the company. LS Laser Systems has been part of the still young group of companies since January 2019.

### About LS Laser Systems

LS Laser Systems is specialised in the development, production, and distribution and servicing of active and passive laser trimming systems. With over 25 years of experience in laser technology and international operations, LS Laser Systems has established a reputation for being a dependable and capable partner. With the LS Laser Systems laser trimming systems, customers can automate, rationalise, and optimise their trimming tasks. Since January 2019, LS Laser Systems has been part of the Photonics Systems Group, a market leader for laser systems in micromachining. For more information, please visit [the company website](#).

### About Photonics Systems Group

Photonics Systems Group is a market leader for laser systems in micromachining. The group – with its companies InnoLas Solutions, LS Laser Systems, and EPP Electronic Production Partners – develops, produces, and distributes tailor-made machine and process solutions for high-precision laser applications in the photovoltaics, electronics, and semi-conductor industries. The systems are used by renowned, globally active companies in its core European, US, and Asian markets. The group has around 120 employees, who work at the headquarters in Krailling, in the US, as well as at various Asian locations. For more information, please visit [the company website](#).

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