

## PRESS REPORT

PRESSEINFORMATION

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### Sacher Lasertechnik Group Launches New Web Site

The company releases a new website on [www.sacher-laser.com](http://www.sacher-laser.com) including new features and services which have never been seen before in this branch of industry.

*Marburg, Germany / Buena Park, CA – Just in time to the Photonics West Conference in San Francisco the Sacher Lasertechnik Group releases its completely redesigned corporate website on January, 23.*

Sacher Lasertechnik aims to extend the reach of product information and research programs by offering product- and science-related content to customers and scientists. With 150 pages and more than 100 products in various configurations the user-friendly Web 2.0 site offers extraordinary service. The new online presence furthermore features an interactive online store, a new support area with vast online resources and streaming media including video clips related to products and applications. The new categorization of products into Scientific Lasers, Industrial Lasers, Electronic Systems and Laser Diodes makes it much easier for customers to find what they are looking for.

"Our new website is an effort to take the company to the next level in terms of internet-technology. The new site will be a great source of information for scientists and clients," said Dr. Joachim Sacher, CEO and founder. "We wanted a clear and easy-to-navigate website that our customers will find appealing and informative. The new online presence was developed to assist scientists and engineers to find the suited product for their requirements and to support them with additional information in the field of laser-technology."

The Sacher Lasertechnik Group is a well established company with 15 years experience in laser technology. The founder and CEO, Dr. Joachim Sacher is one of the pioneers in the field of diode lasers with external cavity. The company has developed from a university spin-off to a technology leader in the field of high power tunable external cavity diode lasers.

305 Words  
1,627 Characters

# ATTACHEMENT 01

Screenshot of the new Sacher Lasertechnik Group website. Date of release: January 23, 2010.

The screenshot shows a web browser window titled "Sacher Lasertechnik Group [DEMO]". The address bar displays "http://127.0.0.1/development\_sacher/index.asp". The website features a navigation menu with links for HOME, CORPORATE, SUPPORT, APPLICATIONS, PRESS, and SACHER-TV. A shopping cart icon is also present. The main content area includes a large blue banner with the text "BUY COMPONENTS ONLINE AND SAVE 15%." and "Get a 15% discount on your first order in our new online-store." Below the banner, there are four columns of product categories: Scientific Lasers, Industrial Lasers, Electronic Systems, and Laser Diodes. At the bottom, there is a section for Applications with sub-sections for Corporate News, Product News, Exhibitions, and Job Opportunities. The footer contains the slogan "It is our Service, that makes the Difference." and links for IMPRESSUM, DATENSCHUTZ, RECHTLICHE HINWEISE, and KONTAKT.

**Sacher Lasertechnik Group**

HOME CORPORATE SUPPORT APPLICATIONS PRESS SACHER-TV

**BUY COMPONENTS ONLINE AND SAVE 15%.**  
Get a 15% discount on your first order in our new online-store.

Scientific Lasers	Industrial Lasers	Electronic Systems	Laser Diodes
Tunable Lasers	Gas Lasers	Pilot	Laser Diodes
High Power Tunable Lasers	Laser Modules	MLD PC	High Power Laser Diodes
Frequency Conversion	Raman Laser	Lab Equipment	Quantum Cascade Lasers
Quantum Cascade Lasers			Surface Emitting Lasers
Lab Equipment			

**Applications** Corporate News Product News Exhibitions Job Opportunities

Absorption Spectroscopy	Raman Spectroscopy	Metrology	Fluorescence Spectroscopy
→ Overview → Rubidium → Indium	→ Overview → Glucose → Gas Oil	→ Overview → Carbon Hydride → ADI → MoECL	→ Overview → Vimetin Staining

*It is our Service, that makes the Difference.*

IMPRESSUM DATENSCHUTZ RECHTLICHE HINWEISE KONTAKT