

Microform conquers Central Europe

Marketing of entire Agfa MDS product range now in hands of one company

January 1, 2004 will see Microform GmbH expanding its activities in Europe. From this point on, Microform will be taking over Europe-wide marketing and sales of Agfa's tried and trusted Micrographics and Document Systems (MDS) product range for digital and analog document scanning, storage and management as its sole distributor.

Until now, marketing of Agfa's MDS products has been divided up into two priority areas: while Microform looked after the international market outside Central Europe, customers located inside this region were taken care of by Agfa's own direct sales organizations. This will change as of January 1, 2004 because Microform is now also taking over sales in Central Europe, too. Microform will be working together with existing and new, qualified sales partners.

In this way, Microform will be insuring that the microfilm products, hybrid systems, document scanners and capture solutions from the Agfa product range continue to be readily available in the European market. In addition to selling the MDS products, which will continue to be marketed under the Agfa brand name, Microform will devote even more time to developing and marketing its own high-performance scanners, which will likewise carry the Agfa label.

The German market will be handled as a special case. On the one hand, Microform will be taking over marketing and sales activities from Agfa Deutschland and will support existing and new big-ticket customers directly. On the other hand, the company also plans to intensify its cooperation with proven but also new sales and systems partners. To this end, Microform is expanding its own team with experienced marketing and sales people from the former Agfa MDS organization.

In addition to sales, Microform will also control technical support activities and the installation of equipment. A highly capable and efficient after-sales service organization with experienced technicians will be up and running from January 1, 2004. This means this Agfa service partner will offer competent technical service with blanket coverage both to existing Agfa customers and new customers.

Microform GmbH was founded back in 1994 as a marketing company for micrographics systems with the aim at that time being to insure the continued production and sales of Agfa's successful ADMIS CD 51 Rotary Camera for microfilms. Building on this key product, Microform has in the past years developed, manufactured and enjoyed great international marketing success with its own range of hybrid scanner/microfilm cameras and high-end document scanners.

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